

Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phonograph Merchandising • Coin Machine Operating

Columbia Move Major Step In Solving Stereo Dilemma

By AARON STERNFIELD

NEW YORK—A major step toward solving the music machine operator's third for adult stereo music was taken this week by Columbia Records.

Columbia announced the release of six 33 stereo singles and six 10" LPs for the juke box trade exclusively. All this product will be handled through the normal distribution channels—from the label to the distributor to the one-stop and to the operator.

Adult stereo product for the operator trade has been released before. But the Columbia action marks the first time a major label has pressed these disks on a non-custom basis and with

primary distribution to its own distributors.

Until now, all special operator releases had been the result of orders from Seeburg and from the Music Operators Stereo Service (a joint venture by Rock-Ola, Rowe-AMI and Wurlitzer).

Columbia's action indicates that the label is confident that the demand for adult stereo product is sufficient for the label to take the gamble, without guaranteed orders from music machine manufacturers.

The six Columbia 10" LPs in the first release are from

Pye to Distribute Dot in UK

By LEE ZHITO

HOLLYWOOD—Pye, Ltd., has won the Dot Records line for the United Kingdom, and will start distributing the U. S. label in the British Isles as of July 1. This marks Dot's first move on its own into the European market since terminating its distribution agreement with British Decca.

Dot's winding up its Decca deal after more than a decade was exclusively reported by Billboard on June 13. As a result of Dot leaving Decca, the U. S. label now is negotiating individual distribution arrangements with other firms in the various European countries.

The new distribution agreement with Pye was arranged between Dot international director Jim Bailey and Pye's managing director, Louis Benjamin. Under terms of the deal, the Dot line will be issued under its own label, marking the first time that Dot will enjoy its own label identity in the United Kingdom.

According to present plans, Dot will be kicked off with an intensive promotional campaign in Britain. Dot President Randy Wood and Bailey will go to

London in September, taking with them several top Dot artists for official launching of the line.

Pye has made rapid strides during the past five years since Benjamin has been at its helm. The firm has enjoyed a substantial sales volume increase each year, with its gross sales today showing more than a 500 per cent hike over its position in 1959. As a result of the Dot-

COL. MOVE PROMPTED BY TALKS AT BILLBOARD

NEW YORK—Columbia Records' move to make adult stereo programming available to juke box operators through normal distribution channels is the direct result of an all-industry meeting held four months ago in Billboard's offices. Attending were representatives of leading record and music machine manufacturers and Billboard personnel.

Consensus was that adult stereo programming for juke boxes had the best chance if the distribution were handled through normal record channels rather than through juke box distributors.

The package itself, with tearaway title strips and full-color display material, came into being through the efforts of juke box and record manufacturers, overseas suppliers and packaging specialists.

Billboard will act as supplier of the folders for an label entering the adult stereo field for juke box operators. The folders, complete with perforated title strips and album cover miniatures, will be shipped direct to the various labels.

the following albums: Andy Williams' "Call Me Irresponsible," Barbara Streisand's "The Third Album," Tony Bennett's "When Lights Are Low," the Ray Conniff Singers' "Speak to Me of Love," Andre Previn's "Sound Stage," and Percy Faith's "More Themes for Young Lovers."

(Continued on page 61)

Herman Kenin Re-Elected as AFM Chief

PORTLAND, Ore.—Herman Kenin was re-elected to the presidency of the American Federation of Musicians here last week for another year's term. He was unopposed, as were the two other incumbents, Secretary Stanley Ballard and Treasurer George V. Clancy.

Highlights of the convention was the decision of the AFM board to discuss an arrangement whereby James C. Petrillo, former AFM president who stepped down in 1958, would be returned to active executive duties under Kenin's direction.

(Continued on page 8)

Dot Inks With Columbia Club Of Canada

HOLLYWOOD—Dot has signed with the Columbia Record Club of Canada, heralding its foreign distribution expansion plans. The affiliation, which starts in August, is Dot's first in a record club. Three yet-to-be-decided albums will comprise the initial release. Dot's initial contract is for three years.

The signing gives Dot two outlets in Canada, the label's contract with Quality Records having also been extended.

In explaining the club pacting, Jim Bailey, Dot's international

(Continued on page 4)

Vote Switch May Doom Juke Box Royalty Bill

NEW YORK—Hope that H.R. 7194 (the Celler Bill) will not be reported favorably by the House Rules Committee were stirred Tuesday night (16) by Al Denver, president of the Music Operators of New York.

Speaking at a special MONY meeting at the Holiday Inn Motel here, Denver told Empire State operators that Rep. Katharine St. George (R., N.Y.), a member of the House Rules Committee, had come out against the bill to remove the juke box royalty exemption. He added that another Rules Committee member—Rep. Thomas O'Neill (D., Mass.)—is wavering in his support of the measure and may cast a negative vote.

Millie McCarthy, president of the New York State Coin Machine Association, had evidently been successful in her attempt to persuade Mrs. St. George to oppose the measure.

(Continued on page 61)

E. Germany Hikes Disk Output

BERLIN—Communist East Germany is increasing phonograph record production—both in titles and in volume—and there are indications that the East Germans may soon provide a market for Western music.

East Germany has dropped virtually all bars on "decadent" Western pop, which now tops the Red hit tune list. The East Germans have suddenly discovered that the twist, boogie-woogie and jazz, in fact, are the "heritage of the world's oppressed colonial (African) peoples."

This is the case, too, with Latin rhythms, which now, thanks to Fidel Castro, have become de rigueur for all dedicated Marxists.

Up 100 From 1963

East Germany's disk industry contemplates issuing over 400 new titles in 1964, an increase of 100 over 1963. Some 250 will be pop and the remainder classical.

Communist Germany's record

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Communist Germany's record

industry is State-owned and operated by VEB (for "People-owned") Deutsche Schallplatten. Pop is produced and distributed by AMIGA-Produktion and classical by ETERNA-Produktion.

The accelerating liberalization within the Communist bloc has

(Continued on page 61)

NARAS UNIT OFFERS GRANTS

HOLLYWOOD—Local NARAS chapter is offering trustees 15 half scholarships in nine subjects covered in a special music program at UCLA's extension summer division. Courses cover piano and voice, ensemble playing and jazz arranging, composing and ensemble playing. Interested persons should contact Dr. William Hutchinson at UCLA extension, phone BR-83911.



GLENN E. WALLICHs, chairman of the board of Capitol Records, with Peter and Gordon, new British stars. The singers and Wallichs met recently during a press reception in New York.

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ARMADA Agenda

THURSDAY, June 25, 1964

12 noon to 9 p.m.—Registration, Marco Polo Exhibit Area.

FRIDAY, June 26, 1964

9 a.m. to 9 p.m.—Registration, Marco Polo Exhibit Area.
9:30 a.m.—Atlantic-Alco Distributors Invitational Meeting.
2 p.m.—United Artists Distributors Invitational Meeting.
6 p.m. (Optional)—Our Business Is Going to the Dogs. A festive outing for those not committed to their activity which includes for one price admission to the Flager Greyhound Track, transportation, dinner in the new Sky Region Room.

SATURDAY, June 27, 1964

9 a.m.—General Meeting, Pompei Room. Call to Order by Convention Chairman followed by Invocation, President's Annual Report, Treasurer's and Executive Secretary's Report, General Counsel's Report.
10:45 a.m.—Appointment of Nominating Committee.
11 a.m.—Symposium—Panel, Moderator, and Discussion From Floor. Topic: "Sales Meetings—Do They Cost the Industry Too Much?"

NOON—Recess

1 p.m.—Luncheon, Mona Lisa Room. Speaker: Hon. John R. Reilly, Commissioner, Federal Trade Commission, Washington, D.C. Subject: "Industry and the Federal Trade Commission Responsibilities Under the Trade Practice Rules."

2:30 p.m.—General Meeting, Pompei Room.
2:45 p.m.—Discussion on Drafts of Trade Practice Rules Submitted to the Federal Trade Commission.
Remarks by Mr. Earl W. Kintner, ARMADA General Counsel Audience Participation Through Questions and Answers.

4:30 p.m.—Recess.
6 p.m.—Presidential Reception, Imperial Room.
7 p.m.—Banquet, Pompei Room. Speaker: Mr. William P. Gallagher, Vice-President, Marketing, Columbia Records. Subject: "A Sound Future in a Sound Industry."

SUNDAY, June 28, 1964

7:30 a.m. (Optional)—ARMADA Golf Tournament. An early start outing for those not committed to other activity. Entries must be posted at Convention Registration Desk by 9 a.m., June 26.

10 a.m.—Colpix Distributors Invitational Meeting.
11 a.m.—Command Distributors Invitational Meeting.
2 p.m.—ABC-Paramount Distributors Invitational Meeting.

MONDAY, June 29, 1964

9 a.m.—General Meeting, Pompei Room.
9:30 a.m.—Review of Legal Problems in the Record Industry. Remarks by Mr. Earl W. Kintner, ARMADA General Counsel Audience Participation Through Questions and Answers.
11 a.m.—Symposium—Panel, Moderator, and Discussion From Floor. Topic: Surplus Product—Should It Be Scrap or Distress Merchandise?

NOON—Recess

1 p.m.—Luncheon, Mona Lisa Room. Speaker: Congressman James Roosevelt, Chairman Subcommittee on Distribution for House Select Committee on Small Business. Subject: "Doom or New Life for Independent Distributors?"

2:30 p.m.—General Meeting, Pompei Room.
2:45 p.m.—Symposium—Panel, Moderator, and Discussion From Floor. Topic: Promotional Allowances—Are They Really Promotional or Are They Disguised Discounts? Do "Freebies" Help or Hinder?

4 p.m.—Discussion on Group Insurance and How to Measure It's Cost. Remarks by Mr. Kenneth K. Walsh, Director, Group Insurance, Philadelphia Life Insurance Company.

5 P.M.—Recess

TUESDAY, June 30, 1964

9 a.m.—General Meeting, Pompei Room.
9:30 a.m.—Discussion on the Association's Role in Trade Practice Compliance Procedure. Remarks by Mr. Earl Kintner, ARMADA General Counsel.
11 a.m.—The Members Speak—Views on Association Programs and Objectives Audience Participation.

NOON—Recess

2 p.m.—General Meeting, Pompei Room.
2:15 p.m.—Report of Nominating Committee.
2:30 p.m.—Election of Officers (by members only).
2:45 p.m.—Installation of New Officers.
3:30 p.m.—Adjournment of General Meetings of the 1964 Convention.

MANUFACTURERS' ACTIVITIES

FRIDAY, June 26, 1964

9:30 a.m.—Alco Distributors Meeting—Palladium Room.
11 a.m.—Atlantic-Alco Distributors Meeting—Palladium Room.
12 p.m.—Atlantic-Alco Luncheon—Mona Lisa Room.
2 p.m.—United Artists Distributors Meeting—Imperial Room.
7:30 p.m.—United Artists Distributors—Empire Room—Party and Chuck Wagon Buffet.

SUNDAY, June 28, 1964

10 a.m.—Colpix Distributors—Empire Room—"Brunch"
11:30 a.m.—Colpix Distributors Meeting—Palladium Room.
11:30 a.m.—Command Distributors—Mona Lisa Room—Luncheon.
2 p.m.—ABC-Paramount Distributors Meeting—Mona Lisa Room.

Capitol Distrib Revision

HOLLYWOOD — Capitol Distributing Corporation has streamlined its field structure "in a realistic adaptation to marketing patterns" in the words of Stan Gorkov, CRDC's president.

On the basis of recommendations made by national sales manager, Bill Tallant, who has been touring the country for the past several months analyzing CRDC's structure, the company has obliterated the region and branch system and segmented the nation into divisions, districts and territories.

Now in operation are five divisions, 10 districts and sev-

eral territories. In the past, regional areas contained branch operations. The divisions now encompass the districts, with each manager covering two districts. In addition to the areas covered by district offices, other major markets will be covered by resident territory managers.

The five division managers are Jack Perkins, New York; Mike Makulakis, Baltimore; John Jossey, Chicago; Dick Miller, Dallas; and Earl Horowitz, Los Angeles.

The 10 district managers are Ben Savio, New York; Marti Takki, Boston; Bill Dawson, Baltimore; Tom Beckwith, Atlanta;

George Gerken, Chicago; Jim Blackwood, Detroit; Marvin Boisel, Dallas; John Swenson, Kansas City, Mo.; Wayne Tappan, Los Angeles; and Charles Bratton, San Francisco.

In explaining the structural revision, Tallant noted that marketing conditions which caused Capitol to make changes in its sales policies earlier this year, had also necessitated the tightening of its distribution network. The reference was to certain subdistributors winning away CRDC accounts and the company's problems in adequately covering remaining accounts in widely scattered geographical locations.

CB Seeks News Ban in Suit

HOLLYWOOD — Crowell Collier Broadcasting will ask Superior Court Judge Phillip McCoy Monday (23) to rule that no news media shall be present or have access to depositions taken in the payola suit between promotion man Al Huxley and the named defendants.

In filing the motion for a protective order clamping down on news regarding the first stage in the civil suit, attorney Julian Von Kalinowski, of Gibson, Dunn & Crutcher, counsel for Crowell Collier Broadcasting and vice-presidents Joe Bernard and Jim Hawthorne, requested that:

- No one shall be present at any depositions taken in the case except the involved parties;
- After being sealed, no depositions shall be opened except by order of the court;
- The office taking depositions shall not furnish copies to

any person except the parties to action;

• The contents of the depositions, or transcript thereof, or any fact or document through any discovery provided by the laws of the State of California shall not be revealed to any person except those parties to the action.

Lawyer's Contentions

Von Kalinowski based his request on contentions that publicity regarding the case in newspapers, radio and TV would be injurious to his clients. He states that it is established legal principle that cases are tried in courts and not in newspapers or through other news media.

The attorney listed the following arguments in support of his motion. There has been considerable publicity concerning the case in all media and more

is expected. This publicity has "misrepresented facts, circulated rumors and accusations and has and will continue to adversely affect the reputation of Crowell Collier and its personnel."

The defendant and prospective witnesses "have been and will continue to be annoyed, embarrassed and oppressed. The plaintiff has caused certain of such unfavorable publicity to occur and will continue to do so unless the order requested is granted."

Von Kalinowski said he is asking for the protective order to achieve "salutary purposes of

(Continued on page 10)

Wexler Named To Post at ABC-Paramount

Columbia Bows Line

NEW YORK — Columbia Records Sales Corporation showed 22 new models of phonographs, packaged components, portable radios and tape recorders at a regional distributor meeting held in Chicago June 11.

Prices for the 11 phonograph models range from \$189.50 to \$199.95. Five feature solid-state amplifiers.

Two packaged audio components are priced at \$225 and \$325. The lower priced package includes a solid-state 30-watt amplifier, Garrard AT-6 changer, Pickering magnetic

cartridge, diamond needle and Jensen speakers in a sealed speaker compartments. For \$100 more but buyer receives the package described above, plus a transistorized, hand-wired AM-FM FM stereo tuner with an automatic FM stereo indicator to show the type of broadcasting being received.

There were three new console radio-phonographs. Prices are \$299.50, \$399.50 and \$450.

The two new portable transistor radios utilize nickel batteries and the eight-transistor

(Continued on page 76)

Talmadge to Bow Label At ARMADA Parley

NEW YORK — Art Talmadge's new label, Music & Voice, will be unveiled at the ARMADA convention in Miami, which starts June 25. The debut release will consist of six albums and two singles.

Two of the LP's will feature more than 50 songs of a particular nature on one record. The albums are: (1) A collection of the theme songs from motion pictures, featuring guitarist Vinnie Bell and his orchestra. (2) A collection of hit songs from Broadway shows, featuring Milton DeLugg and his orchestra with John Cody at the piano. A third album will consist of organ skating music, and a

fourth will be a discotheque dance package with Ralph Martene and his orchestra. The fifth album will be titled "How to Hula at Home," featuring Russ Carlyle's orchestra and the sixth album will contain music to accompany love-revealing exercises, a new method for body-conditioning. For this project Talmadge has teamed with Epic Records, publishers of a hook on the exercises.

The two singles will be children's items, each a seven-inch record with four songs and original lyrics by Milton DeLugg. These disks have been produced by Sonny Lester.



PAUL WEXLER

NEW YORK — Paul Wexler has been named to the newly created post of head of diversification for ABC-Paramount Records. He will succeed Harry Levine, executive vice-president, and Larry Newton, sales vice-president.

Wexler's appointment is part of ABC-Paramount's long range expansion program which has seen the acquisition of the Command and Westminster labels, the development of the Impulse jazz line, the establishment of Technical Sound, Inc. the creation of a pressing plant, and the entry into the original Broadway cast album field.

Wexler, who had been a vice president of Columbia Records, directed the label's diversification program and was instrumental in the creation of Epic Records.

He comes to ABC-Paramount from Colpix Records, which he organized and headed. He is a board member of the Record Industry Association of America.

Not Signs With Columbia Record Club of Canada

Continued from page 1

director, said it was a step toward obtaining varied international outlets. "I'm hoping we can tie in with as many record clubs as there are around the world," he added.

Back at his home base after an extensive license negotiating trip to Europe, Bailey is in the process of completing the paperwork firming his new representatives. The label recently chose not to renew its contract with British Decca for representation in nine countries.

Philosophizing, Bailey feels one reason American records have run into stiff competition in European markets is that the Continental record industry has developed strongly within the last few years and is creating good commercial disks. An ad-

vantage native artists possess which helps boost them over American performers is obtaining local TV exposure.

Language appears to be an important key to a disk's success, Bailey notes.

With much written in the U.S. about pirate radio stations beaming pop music into England from ships, Bailey reports that the European manufacturers are concerned about these floating broadcasting stations. While broadcasts appear to be very

effective, Bailey says the manufacturers are afraid that overexposure will affect the consumption.

Europeans are also concerned about discounting, Bailey adds. The current stabilizing laws and agreements in effect have kept prices from running wild. In Italy, however, RCA has been discounting its product, Bailey says, and appears to have the majority of the market. The other labels aren't following RCA's move, however, Bailey reports.

Glen Costin Buys Major Interest In Fred Astaire's Ava Records

HOLLYWOOD — Financial magnate Glen Costin has purchased the majority stock interest in Ava Records from Fred Astaire and plans using the label as a base of operations to expand and diversify in the music industry.

The former president of Diversa Inc., a powerful Texas investment concern, said that Astaire retains a small stock option as do Jackie Mills, wife, and Tommy Wolf, secretary-treasurer.

Costin, who now heads his own investment company, noted his attorney Frederick P. Schumacher has also purchased stock in the company and would advise him on future Ava matters.

Costin's plan is to Astaire came after his business analyst Joe Lee

had spent six weeks surveying Ava's potential, current obligations and mode of operation.

Now that he has provided Ava with additional financing and brought in an expert business management analyst, Costin plans looking around for other acquisitions in the manufacturing and publishing fields.

Costin will study plans for providing additional emphasis on overseas distribution, hiring a qualified man to head the company, so he can step behind the spotlights.

He added he would be helped in making decisions about new releases by talking with his ad rep and distributors while also relying heavily on his own intuition.

Frank Luppino Is Named Billboard Managing Editor

NEW YORK — Frank Luppino, a Billboard veteran of more than a decade and a half, last week was named managing editor of the international music-record newsweekly by Lee Zhitto, editor in chief. The appointment is effective immediately.

In his new post, Luppino will handle administrative co-ordination of the publication.

Epic Boister Artists' Roster

NEW YORK — Epic Records bolstered its artists' roster last week with the signing of the Back Porch Majority, a new member singing group, and Steve Clayton.

The Back Porch Majority was founded by Randy Sparks, who launched the New Clarity Minnells (Columbia) group. Sparks formed the Back Porch Majority as an understudy for the New Clarity Minnells. He first felt now feels that they can develop a separate career as concert and recording artists. The members of the new group are Karen Branin, Mike Clough, Mike Crowley, Dan Dalton, Lois Fletcher, Charles Kindred Vassay and Ellen Kindred. The first release is a single, "Hand-Me-Down Things" coupled with "Friends."

Clayton, who has an extensive background in night club and TV, will debut on Epic with "My Ring of Love" coupled with "My Summer Love."

MORE TV DATES FOR SKA DANCERS

NEW YORK — Atlantic Records is setting a new series of TV appearances for the Jamaica Ska Dancers. The initial run of these will take place soon on the Ed Hurst TV show on the Saturday Night Live N.Y. Plans entail a Jamaican Ska dance troupe to select the best ska dancers in the Atlantic City-Philadelphia area. Hurst's show is broadcast over WRCG-TV.

Similar contacts will be telecast via other outlets across the nation. The Jamaican government is sponsoring the appearances of the dancers.

Orders for the Jamaica Ska dance instructions have exceeded 100,000—mostly from jockeys who are using the charts as giveaways.

Atlantic's first Jamaican Ska album, titled "Jamaica Ska," is being rushed into release. It includes sides by the Ska Kings and the Ska Kings, the Blues Busters and other groups.

Mogull, Lee Switch Post

NEW YORK — Music Publishers Holding Corporation's Artie Mogull and Warner Bros. Records' George Lee switched places last week, playing each other's jobs. Mogull will become head of Warner Bros. Eastern operations, and Lee leaves that post to head over MPHC's position with MPHC.

Mogull will report to label President Mike Mailand, and will be responsible for all creative areas and the administration of its New York office. His credits include discovery of Peter, Paul and Mary. Lee will report to MPHC President Herman Starr. Lee's background includes positions with Zodiac Music, Platte Records, and as a vocalist with the San Antonio orchestra. Job switching is effective July 1.

MGM-Verve Ups Mancini

NEW YORK — Frank Mancini has been promoted to national promotion manager at MGM-Verve Records. For the past two and a half years, he has been covering the country for the MGM sales department as a regional salesman.

Mancini will include close liaison with artists and distributors and promotion men. His initial efforts will be the promotion of "The Unsinkable Molly Brown" soundtrack set and the soon-to-be-released Shelley Berman album, "The Sex Life of the Prime."

Melcher Joins Darin Outfit

HOLLYWOOD — Terry Melcher, Columbia's ad man specializing in teen-age product, is joining the team of Bob Darin. Bob Darin's TM Music as a writer-producer. He and Bruce Johnston, who continues at the label, are based on teen-age acts, including the Rip Chords. No replacement has been named by Al Stanton, West Coast ad chief.

RCA to Cut TV Center's 'King and'

NEW YORK — RCA Victor will launch its recently signed eight-year tie with the Music Theater of Lincoln Center with the original cast album recording of "The King and I." It's not yet been decided whether Victor will record the Music Theater's season production of this season, "The Merry Widow."

In its deal with the Music Theater, Victor has the option to record selected productions to be staged by the theater over an eight-year period. The Music

(Continued on page 10)

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LATIN AMERICAN MUSIC WITH ALL-AMERICAN APPEAL!

SWINGING! SENTIMENTAL! VOCAL! INSTRUMENTAL!



EX 5110/LS 1810 Stereo



EX 5086



EX 5109/LS 1809 Stereo



EX 5114



EX 5014

Here Are 10 Albums From Columbia With Universal Sales Appeal That Belong in Your Store...



EX 5211/LS 1811 Stereo



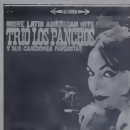
EX 5096



EX 5042



EX 5084/LS 1784 Stereo



EX 5061/LS 1761 Stereo

Make your store the scene of a summer fiesta with the biggest and best Latin American catalog, featuring the greatest artists recorded in their native countries.

IN-STORE PROMOTIONS

LATIN RHYTHMS WITH ALL AMERICAN APPEAL



Stock these money-makers and receive an attractive divider card for your browser box ...



and a special consumer audition album!

ON-THE-AIR PROMOTION



3000 radio stations will offer mass exposure of all 10 albums with an exciting disc jockey sampler featuring cuts from each LP!

SEE YOUR COLUMBIA RECORDS REPRESENTATIVE TODAY!

E. Germany Hikes Disk Output

• Continued from page 1

dropped nearly all has fencing in the East German disk industry. It is now handicapped mainly by the shortage of foreign exchange to finance sales into Western disk markets.

However, Red German disk moguls are gradually circumventing this barrier through the rapidly expanding network of trade agreements and are negotiating with Western countries. Disks are covered in this trade and Joachim Pfeiffer, VEB Deutsche Schallplatten's new export chief, is optimistic that East Germany will be able to sell, as well as buy, music in Western markets.

In 1959 East Germany produced about 5,000,000 records (compared with about 50,000,000 in West Germany). Last year the East Germans produced 12,000,000 disks, and Pfeiffer predicts output this year of over 15,000,000.

As East German disk executives concede, music distribution is responding increasingly to

public taste, and producers no longer are subject to Marxist shock troops.

However, this has not necessarily made life easier for disk producers. East Germany has developed very few, if any, pop music composers of international standing. Producers are dependent on imported pop music product.

In theory, East Germany is

richly endowed with classical music, Bach, Handel, Mozart and other classical composers. In practice, however, Soviet artists are producing superior recordings.

His points to the fact that the Soviet bloc, or what remains of it, is becoming competitive among members in music as well as industrial goods for sale on the world market.

Rolling Stones' Tour in U.S. Sparks Disk Sales

NEW YORK — The record sales pickup on the Rolling Stones in the U.S. is attributed by London Records executives Herb Goldfarb and Walt Maguire to the British group's recent tour here. Both Goldfarb and Maguire, in their capacities as national sales-distribution manager, and pop artists and repertoire sales lead, respectively, collaborated on an all-out promotion effort tied with the Rolling Stones' visit here—and it paid off.

The Rolling Stones album, according to Goldfarb, is pushing the 100,000 sales mark. Their first single release, "Tell Me," hit the best selling charts and sparked the release last week of a follow-up single, "Not Fade Away," which according to them, "is already on its way."

In conjunction with the Rolling Stones' U.S. tour, London applied a variety of merchandising techniques to help spark sales of their disks. The company spread around the country special disk jockey lists, singles, etc. to build interest in the Rolling Stones. Both Goldfarb and Maguire admit that it added up to a hefty coin outlay but with the disk orders coming in at a steady rate, it has turned out to be a profitable investment.

The Rolling Stones have been touring the U.S. since June 1 and wound up their appearances with two shows at New York's

Carnegie Hall last Saturday (20). They were due to leave for home the following day.

Cedarwood Uses IBM On Royalties

NASHVILLE — An innovation in Music City was in operation this month when Cedarwood Publishing Company became first music publisher in Nashville to install a complete IBM system for the computing and distribution of royalties to their individual song-

writers' royalties will be the largest single time-saving factor introduced into the system," according to Bill Denny, president of the firm, "the overall operation will include instantaneous up-to-date information on recorded songs, cost analysis, profit and loss statements, and a host of other jobs which are highly important in maintaining close control over an increasingly complex business."

Mary Claire Rhodes, a vice-president at Cedarwood who has handled the responsibility for writers' royalties for the past four years, says the new system will do the job in a matter of minutes.

Pete Nehut, Data Service Corporation of Nashville, assisted company officials in setting up the system which he says can be applied to even small publishing companies at about a computer's price. The system requires a few items necessary for handling the information coded on the stems of 45 and 10" LPs: cards are housed in a modern building; a few books from the heart of Music City, Nehut pointed out that a world of information is constantly available to executives.

The system contains a master card for each of the songs in the giant Cedarwood catalog. The master cards contain coded information including copyright data of the song, the writer or writers of the song who recorded the song and for which label, when and to which recording company a license was granted, total amount of royalties received or total royalties received for a particular year and the number of records sold.

With information of this type coded onto the master card, it requires only a few seconds to isolate and print a statement of royalties for any individual writer.

As royalty statements are received from recording companies and the performance society, they are sent to the data serv-

BILLBOARD, RIAA, ASCAP INDUSTRY SALES FIGURES

NEW YORK — The record industry in 1963 registered an increase in retail dollar sales of phonograph records of 1.1 per cent, according to Billboard's Record Market Research Company. Total record sales dollar volume at retail was \$658,000,000, as compared to \$649,000,000 for 1962.

LP dollar sales at retail were about the same for 1963, as compared to 1962 (\$48,500,000 in 1963 vs. \$48,000,000 in 1962) but both record stores and clubs dropped in LP dollar sales for the year. The Record Industry Association reported that in 1963, however, to offset the loss registered by the clubs for the year, thus, clubs and mail-order combined were off 5 per cent from 1962. The Record Industry Association in America released its year-end figures this week and declared the industry to be off by 7.5 per cent 1963, as compared to 1962. This estimate was based on U.S. excise tax figures, combined with RIAA's member firms' data supplied to RIAA, in terms of factory shipments and returns.

7.5 Per Cent Drop

U.S. excise tax figures released this week show a 7.5 per cent drop in 1963. However, Billboard's Market Research division points out that the excise tax figures during the past several years have strayed further from the actual retail sales every year. This is due to increased discounts, deals and cutout sales.

The government excise tax law is clear in that manufacturers are required to pay 10 per cent of the "factory price" of records. For example, if the singles' selling price goes down because of freebies (which bring the selling price down to 36 cents on initial orders) then the excise tax paid is less. These records reach the consumers, but not necessarily at reduced prices.

The same principle applies for LPs and increases in budget merchandise, LP cutouts—all fall to the same lower excise tax payment. This combines to make the U.S. excise tax figures further from the actual retail dollar sales picture as each year passes, according to Billboard's RMR division.

Christmas 1963 did not live up to expectations in retail outlets. The industry did have its seasonal fluctuations as per usual, but some of the low sales were lower than 1962 when the past season enjoyed its best summer sales period for singles in its history.

Gross National Product for 1963 registered a 5.6 per cent increase, total U.S. Retail Dollar Sales were up 4.7 per cent and the population continued its upward pattern, reaching an all-time high of 189,000,000 people in the U.S. Sales of phonographs hit an all-time high of 5,000,000 units sold, according to the division.

Capitol's Big Sound Series Proves Sound

HOLLYWOOD — Capitol Records is devoting much thought and production effort to the production of a new series—sports cars, drag races, boat races. The vehicle is the label's Big Sound Series, produced by Jim Eason, a former drag-racer himself.

What Capitol—and for that matter any other label producing hot, fast, speed beat and motorcycle sound albums appreciates—is the utter profit inherent in these packages. Economides figures the "Big Sound Series" semi-documentary packages of actual races tied together by original dialog and interviews with the drivers are 50 per cent more profitable than the average musical album.

No Royalties

There are no royalties paid to composers because race events are news events and become public domain, according to Economides. When he interviews a driver, he usually gets a release which covers any legal entanglement.

The first LP in the series, "Big Sounds of the Drags," released last October, has sold well. The album is available in stereo facilities and immediately coded onto the master cards for an up-to-date accounting of royalties for an individual song or for the entire catalog.

Statements of royalties to writers are printed by the IBM process and mailed to each writer, along with a statement of their earnings on February 15 and August 15 of each year.

Denny was quoted in a lighter moment as saying, "The equipment we are using will do everything but sing the song to you and I'm not so sure the things can't be set up to do that."

over 100,000 units, Economides said. The second package, "Big Sounds of the Sports Cars," is scheduled for November, has sold over 40,000 LPs. The series also includes drag boats and go carts, and racing Jim is working on a blockbuster history-type LP for September release.

A Major Season

Economides brings as many as 100 engineers and a complete recording studio in a moving van and strings mikes along the quarter-mile track, which offers the desired sound. He has written scripts for each LP and hires talent to do the narration. He is currently working on a blockbuster history of drag racing for September release.

Economides plans flying to Utah in August to record Craig Burdette's attempt at breaking his own world's speed record of 408 mph in his jet car, the Spirit of America. The American hopes to rush this out as a special package in September.

ORBISON TOPS BRITISH CHARTS

NASHVILLE — Roy Orbison. Monument recording's No. 1 on the British charts with "It's Over."

The label's John Sipple got a report from a reporter on the London Daily Express last week. According to the British newspaper, Roy Orbison hit the top of British charts for 18 months. Earlier in the week, Orbison got a call from Don Johnson of the New Musical Express informing him that he had hit the top position.

Orbison plans a trip to the U.K. early in 1965.

THIRD JAZZ CASUAL SHOWN

SAN FRANCISCO — The third series of half-hour jazz shows, titled Jazz Casual, on National Educational Television, had its first showing Wednesday (17) in New York, Boston, Chicago, Seattle and this city.

The initial program in the third series was devoted to Mel Torme; the second and third Torme will feature Woody Herman's Big Band, and the fourth and fifth will feature Louis Armstrong and the Art Pepper Quartet, respectively.

The jazz show is produced and hosted by syndicated jazz columnist Ralph J. Gleason of The San Francisco Chronicle. The show is taped at KOED here and released over 80 net stations. It is the most widely viewed jazz show in the U.S. These five programs bring the series to a total of 24.



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Jazz Very Alive and Kicking

HOLLYWOOD—"I hold no beliefs with respect to doom for jazz. The music is in a very healthy, active state." Thus speaks Les Koenig, president of Contemporary and Good Time Jazz, two labels entering their 16th year of operation.

Koenig, who has recorded jazz since 1941, feels jazz today is in a state of ferment and will soon join with some new, exciting sound. He foresees jazz ultra-modernists, the avant-garde players, are in the future. Unlike Stan Kenton, who once exclaimed that jazz was dead, and Time magazine, which lamented the closing of Birdland in New York, Koenig looks optimistically at the future.

He says there are wonderful new players developing and writing and he plans recording them on the modern jazz Contemporary line and on the Dixieland Good Time Jazz label. Koenig happily reports finding several artists with something new to say in the traditional jazz field for jazz on record.

"Jazz has stopped being a primitive music," he says, "and is now more sophisticated." Among beliefs is "new freedom concepts" of Ornette Coleman and John Coltrane, plus the fusion of classical patterns with modern jazz are what's making jazz exciting today and will make it even more enthralling tomorrow.

Inedoctrate Dealers
Yet while he believes in the

future of tomorrow, Koenig is not inclined to forget the great music of yesterday. He firmly believes that a good record 10 years ago is still a good performance and can be sold. The key is indoctrinating dealers that catalog items should be stocked and that, given a chance, they will prove sales items.

Good Time Jazz was formed

INITIAL EFFORT STRONG

RIC Stockholders Double As Disk Promotion Men

NEW YORK—In a plan devised by Joe Cuda for his RIC Records firm, stockholders are now doubling as record promotion men. Cuda, who heads the new RIC label, has enlisted the aid of the firm's stockholders to promote the company's first four single record releases on the radio stations, record stores, record merchandisers, one-stop dealers, juke box operators and newspaper levels in their local communities.

Cuda has sent out to the company's stockholders a "Promotion Suggestion Sheet" which outlines the modus operandi of disk promotion for the four singles. It's broken down into various categories, but actually it is aimed at getting plays and press coverage around the country on the new releases.

Forms With Sheets

Order forms also are being sent with the promotion sheets so that the stockholders can request the number of disks needed for the pitch in their territory. According to Cuda, the initial effort has pulled strong stockholder support.

The four releases are Larry Finnegan's "Badman Rouge" and "Dear One," Phil Bolner's "Bei

in 1949 and catered to traditional music. Cuda boasts that disks recorded then are still selling today. He formed Contemporary in 1951, originally to cut classical work, but expanded the concept in 1953 to include modern jazz and helped launch the "West Coast" modern school and the world of record jazz versions of Broadway plays.

Mir Bist Du Schoen" and "Sunset," Roosevelt Grier's "Fool, Fool, Fool" and the Jerry's "Wake Me 100 Years From Now" and "Never Never Land."

Although Cuda is on an all-out effort to create a demand for these four singles and to build each of the four artists involved before he releases any other records, he revealed that the firm is now planning and actually producing additional records as well as the company's first album release. The album line will be revealed to RIC distributors on June 26 during the ARMADA meet in Miami.

CAPITOL WINS SUIT VS. GR

NEW YORK—New York Supreme Court Judge Peter A. Quinn has ruled in favor of Capitol Records, Inc., in its restraint action against Greatest Records, Inc. Capitol had sought an injunction charging unfair competition resulting from Greatest releasing allegedly remastered tracks taken from two Beatles LP's and one single (Billboard, June 6).

The case was significant for the record industry. Greatest based its defense on the U. S. Supreme Court's decision in the Sears, Roebuck & Company vs. Stiffel, and that under U. S. copyright law, disks are not copyrighted. Had Greatest won, a precedent would have been established allowing anyone to use copies of disks once released. Capitol was represented by Halperin, Morris, Granett, Cowan, Counsel for Greatest was Warren Trooh.

Keeley Smith Sues Dot

HOLLYWOOD—Keeley Smith filed suit against Dot in Los Angeles Superior Court last week, asking for masters she and her former husband, Louis Prima, cut during their run on their contract from May 1959 to Aug. 31, 1962. Randy Wood, Dot's president, has not seen the charges and has no comment.

Noteworthy—

for Billboard's 21,000 Regular Readers:

Profit Opportunities for the Record-Selling Dealer

... the theme of Billboard's NAMP Convention Session, distributed at the National Association of Music Merchants' Convention, Conrad Hilton Hotel, Chicago, June 28 through July 1. Issue Date, July 4; Advertising Deadline, June 24.

The World-Wide Music-Record Industry's Single Most Important Medium of Contact:

... Billboard's 1964-65 International Buyer's Guide—received, kept and used by more music-record influential throughout the world than any other publication. Issue Date: August 1; Advertising Deadline: June 29.

DGG WINS PARIS AWARDS

LONDON—Deutsche Grammophon won five awards for opera and vocal records at the Academie du Disque Lyrique reception held June 11 in Paris in the Grand Opera. The awards were given to Fionnuala Cossetto for her part in Il Trovatore; Tullio Serafini, the 66-year-old conductor of the Trovatore recording; Jess Thomas for his Richard Wagner recital; DGG's complete recording of R. Strauss' opera, Arabella, and to DGG's Archive production of 10 Christmas Carols by Praetorius and his Contemporaries. DGG won five out of a total of 16 awards.

Helman Kenin Re-Elected as AFM Chief

• Continued from page 1

Petrillo, 68, is now president emeritus. Petrillo was visibly touched by the board's move but said he'd have to give the matter some thought.

Other Parley Items

Among the other items taken up at convention were: (1) Mandated merger of the AFM's two Chicago locals as ordered by the international executive board was sustained by unanimous voice vote of nearly 1,000 delegates. The merger order had been appealed to the convention by Chicago's larger Local 10, which sought earlier amalgamation under a different formula. Local 208, the smaller and predominantly Negro union, had agreed to the Federation's order and supported it on the floor of the convention. (2) On the controversial subject of discotheques, Kenin reminded the delegates that the union has no power under law to halt the use of records. Some locals have found it advantageous to join forces with discotheque users, thereby achieving the use of live supplemental music in establishments where musicians have not been previously employed. Kenin recalled instances in New York where in 1962. Responses to the board's WSM broadcast has come from 38 States but this is the first indication that clear channel output carried into the Caribbean.



Thank you for the complimentary copy of your music on Campus edition. I will pass the copy along to the agency in charge of booking acts for us. We had Ray Charles here in April and usually have three or four similar artists per year.

Brother Stephen Sheehy, S.M.
Dean of Men
University of Dayton
Dayton, Ohio

Thank you for the story. I deeply appreciate the masterful way in which you presented our conversation. It has brought me many interesting calls and messages.

Enoch Light
Command Records
New York City

I tune into your program on my radio. I get it from WSM in Nashville, and I love country music. I order your book on the Country Music book from this program.

Basil Bunting
St. Mary—Islington
Jamaica, West Indies

• Ed.: A weekly one-hour show of country music is broadcast on WSM-FM 104.5 through the facilities of WRUL, Radio World Wide, in New York through the co-operation of the Country Music Association, WSM in Nashville and Billboard. Billboard sponsors the program in the U. S. on WSM and offers listeners the opportunity to obtain copies of The World of Country Music International. Responses to the board's WSM broadcast has come from 38 States but this is the first indication that clear channel output carried into the Caribbean.

FRANCE STARTS SONG FESTIVAL

PARIS—For the first time France has its own song festival. Organized by Les Amis du le-Pins, on the Riviera, the first "Festival de la Rose D'Or (Festival of the Gold Rose)" will be held with 10 songs judged by the jury and the public.

Among the artists were Guy Béart, Patricia Darré, Fernand and Jacqueline Fink. Among the writers with entries were Louis Amade, Pierre Delanoe, Michel Legrand, Jean-Jacques Debout, Guy Béart, Eddy Marnay, Michel Emer, Billy Mencioli, Jean-Marie Gold and Gerard Borgeois.

First prize is \$2,000 and a gold rose, designed by the well-known painter, Braque. Second prize is \$1,000 and third \$500.

ARTUR GETS TOP MONEY

SYDNEY—Concert pianist Artur Rubinstein will receive about \$2,000 a performance for his Australian tour later this month. This means that Rubinstein will get at least \$26,000 for 13 solo recitals in five weeks. It will be the highest sum ever paid to a visiting classical artist—even higher than the figure paid to Dame Margot Fonteyn for her recent tour.

Rubinstein arrived in Sydney on Tuesday, June 16. He began his tour in Brisbane on June 20, followed by Melbourne, June 23 and 30; Adelaide, June 25 and 27; Sydney Town Hall, July 1 and 7; New Zealand, July 11 and 18, and Perth, July 22 and 24. The world-famous Polish-born pianist last toured Australia in 1937.

We are interested in securing polyethylene bags for 12-inch records, the rounded at the bottom kind which slip inside the cardboard jacket. We need quantities on 1,000, 2,500, 5,000 and 10,000. Can you help us find a source?

Harrison W. Moore Jr.
Radio Station WRVCFM
Norfolk, Va.

• Ed.: To subscriber Moore send a copy of Billboard International Buyer's Guide which is the most complete source of information on all services and supplies for the music-record industry. A new, updated edition will be issued with Billboard's August 1, 1964, issue.



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FROM PASADENA**

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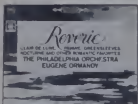


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FROM COLUMBIA RECORDS



See your Columbia salesman, stock up and profit!

GERMAN COPYRIGHT LAW

Melody Protection Stressed

By OMER ANDERSON

BONN.—The 497 deputies of the West German Bundestag (lower house) have received a phonograph record with the compliments of German composers and music publishers.

The disk is titled "Melodenschutz muss hienheim!"—"Melody Copyright Must Be Retained!" It is a medley of six different musical types: an Habanera, a Tchaikovsky-like piano concert, a march, boogie-woogie, a waltz, and a new concert work.

In fact, however, all six works, diverse as they are, stem from "O Sole Mio."

Dr. Ludwig Strecker in his stricture to the deputies contends that there is nothing really original about his gift disk and that every passage—from Habanera to concert work—merely represents an artful rehashing of themes from "O Sole Mio."

Dr. Strecker is spokesman for German composers and music publishers in their campaign to have stringent melody copyright restored to the copyright reform draft law now before the Bundestag.

The present copyright law, enacted in 1905, bars the bor-

rowing of any melody taken from a recognized work of music." The effect, Dr. Strecker points out, is to force composers into entirely new creative effort, the law prevents them from incorporating or building on an existing melody.

In an effort to update and streamline copyright legislation, the Bundestag struck the melody bar from the draft law, claiming it was outmoded and irrelevant.

The gift disk is intended to prove otherwise. Dr. Strecker, as spokesman for the composers and music publishers, claims melody copyright is in fact the core of copyright legislation. As his disk seeks to prove, an artful plagiarist can improve endlessly on a purloined melody.

The melody copyright contentions are the second major hurdle to develop from the government's effort to update Germany's vintage law. German's performing rights society, GEMA, is battling to have the draft bill raise bars against the tape recording of music for private enjoyment.

There is an increasing disposition on the part of composers, authors and to some extent music publishers and diskeries to regard the draft bill as a case of one step forward and two steps backward. A certain par-

allel has developed between the Bundestag's draft bill and the Celler law which is bogged down in the U. S. Congress.

Finally, a Japanese copyright reform has encountered rough passage in that country's parliament. This circumstance has reformed arguments by GEMA that copyright protection is no longer primarily a national but an international matter, and it should be approached accordingly.

West Germany's draft law takes cognizance of the fact that music, as concerns copyright protection, has become the captive of advancing technology. There is some disposition to wonder here whether or not even worthwhile enacting a new copyright law on a national basis, with music now about to become the handmaiden of communication satellite simultaneous worldwide broadcasting.

Dr. Erich Schulze, GEMA's astute general manager, is placing emphasis on tighter protection abroad of German music copyrights. GEMA feels that the foreign market should generate rapidly expanding royalties for German composers-authors, and he is putting pressure on foreign copyright societies to intensify their policing and collection of copyright royalties.

CCB Seeks Ban

• Continued from page 3

liberal discovery while preventing annoyance and harassment.

We are confident that charges against Crowell Collier & Smith's personnel will fail at trial for lack of proof," he stated "But unless the protective order is granted, the defendant will suffer irreparable harm to its reputation and that of its personnel by publication based on rumor, hearsay and conjecture."

Will Argue Motion

Richard Hirsh, attorney in the tax Fink office representing Huxley, said he would argue against the motion on the grounds it was an action designed to limit his client's freedom of speech.

As Von Kalinowski filed his request, other defendants filed answers. Answering were Record Sales and Al Sherman, Hunter Hancock, Edward Davis, Roger Davenport, Ted Quillin, Rudy Harvey, Charles Daugherty, Irene Weed, Windy Winkle, Bill Ballance, Sam Kiddle, Roger Christian, Joe Bernard, Jim Hawthorne and Crowell Collier.

RCA's 'King & I'

• Continued from page 4

Theater, whose president is Richard Rodgers, will present American and European classics in the fields of light opera, operetta, musical plays and musical comedies. Each year, two or more productions will be performed at the theater for periods of five to six weeks.

"The King and I," the first Music Theater original cast album to be put out by Victor, will star Rie, Stevens, with Lee Venora, Frank Portella, Michael Kermoyan, Eric Brotherson and Patricia Neway. It opens July 6 and will run through Aug. 8. The original Broadway cast album of "The King and I," a Rodgers and Hammerstein musical starring Gertrude Lawrence and Yul Brynner, is in the Decca catalog.

The Music Theater's production of Franz Lehár's "The Merry Widow" will star Patricia Muxmel and co-star Bob Wright

Records Put on Arts Bill

WASHINGTON—RΙΑA Secretary Henry Brief's appeal to the House Education and Labor Committee not to omit phonograph records from the major art forms to be fostered under a proposed cultural development act took effect. In reporting the bill to set up a National Council on the Arts and a National Arts Foundation, the House committee decided not to list in the bill the earlier enumeration of art forms to be fostered. That list had not included sound recordings.

Instead, the committee has included in its report for guidance

and reference in connection with the bill a list of art forms that includes sound recordings among the lengthy tally of all art forms from music to costume design, motion pictures to television.

Duties of the proposed Council on the Arts would be strictly advisory and promotional. There would be no government interference with the arts in any manner under the bill, the committee report points out. The President will choose council members from among top representatives of the various arts. Similar legislation was passed by the Senate in December, 1963.

EMI ISSUES ICELAND LP

LONDON—In association with Henri Olafsson, of Falkinn, Ltd., EMI has issued an LP to mark the 20th anniversary of Iceland becoming a republic. The album contains extracts from speeches by leading members of the government at the inaugural ceremony, recorded in 1944 by the Icelandic State Broadcasting Service. The extracts include a speech by Dr. Jón Björn Thordarson, Prime Minister of Iceland in 1944.

Reprise Buys Two Masters

HOLLYWOOD—Reprise has purchased two teen-slanted masters from local independent producers, "Go Go Watuns," featuring Tony, Vic and Manuel, and "La La La La La" by the "Blends." The "Watuns" single was produced by Nick Venet, "La La" by Billy Cardenas.

The label's a&r director Jimmy Bowen, in boosting his roster, has added vocalist Jill Jackson, with her first single planned for July.

Bernard Prager Joins BVC

NEW YORK—Bernard Prager, veteran music man, has joined Bregman, Vocco & Conn to head its business and sales department. He'll also act as Jack Bregman's aid in the firm's operation. For many years, Prager had been with the sales division of the Big Three (Robbins, Fests & Miller).

Liberty Files Appeal

HOLLYWOOD—Liberty has asked the District Court of Appeal to reverse a preliminary injunction barring it from interfering with Tami Yuro's working for any other label.

The vocalist, who recently left Liberty, had been granted the preliminary injunction in Superior Court several weeks ago. The conflict is over whether Miss Yuro is still bound to her Liberty pact.

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"CLOSE YOUR EYES" OT 1163



ARTHUR FRYSOCK PHYSYCK

NEWEST SMASH LP RELEASE

"EVERLASTING SONGS FOR EVERLASTING LOVERS"

OT 1161

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ARTHUR FRYSOCK SINGS ONLY FOR YOU OTLP 1004
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OLD TOWN RECORDS

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from Coast-to-Coast...

PASSWORD **KITTY WELLS**

31622

MEMORY #1 **WEBB PIERCE**

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31625

ANGEL ON LEAVE **JIMMY "C" NEWMAN**

31609

DON'T DROP IT **BILLY GRAMMER**

31618

I'D RATHER HAVE AMERICA

JIMMY MARTIN

31629



AND NOW ... TOGETHER
FOR THE FIRST TIME WITH A BIG NEW ENTRY

ERNEST TUBB
and LORETTA LYNN

MR. AND MRS.
USED TO BE

sing
c/w
31643

LOVE WAS RIGHT
HERE ALL THE TIME

By MIKE GROSS

ANAHEIM, Calif. — Disneyland may just become the West Coast's champion of big hands. For the second straight year, Disneyland's big hand festival was a swinging, financial success. For five days the huge amusement park presented the jazz of Benny Goodman, Duke Ellington and Count Basie, the pop strains of the Elliott Brothers, and the waltz tempos of Wayne King. And everywhere the crowds queued up to hear these venerable giants of the music industry.

The first night of the festival, Saturday 11th, 60,000 people, from all over the country, will be making the second most successful day in the park's history. A total of 108,351 persons visited the park during the first three days of the festival. Entertainment boss Tommy Walker spent \$56,000 in securing talent for the free-day summer festival, and during the next three days, Mr. Disneyland will expect to make a profit. "I don't know about the appetites of its patrons," the Elmer Brothers, who operate the regular house band, elatedly declared. "I don't know about the tastes in the Plaza Garden." Disneyland is also providing a free Yule Men from New Orleans on the Elmer Park bandstand. The Elmer Brothers, who operate the Plaza Two Ten area, feel music takes hold on Monday evenings with the Yule Men. Quartet supplemented by local acts. The complement of recorded and live music is discontinued on Tuesday in a regular Sunday feature, with music and western music with music on the weekend. Police will be on duty in regular force. The Tammy Tamm and Gospel songs by the Gals' Ward Sisters, performing six nights a week from the Golden Horseshoe

Ellington Delights

The unorthodox placings of the act in no way dispels the crowds from supporting their favorites. On the Saturday band festival opening, Duke Ellington and his band were ensconced comfortably in the Golden Horseshoe Saloon where the likes of "Satin Doll," "Prowling Cat" and "Call Me Irresponsible."

DUKE ELLINGTON, at the Golden Horseshoe Saloon, plays a potent part in Disneyland's recent big band fest.

ble" delighted the fans inside and those lining the Western street waiting to saddle up to the bar for a look-see.

For the King of Swing, the 20,000 Thousand Leagues concert hall in Tomorrowland was his Paramount Theater. Goodman worked with a band comprised of Local 47 musicians and offered a rather modern book of tunes which included "Room Without Windows," "I'm Gonna Sit Right Down and Write Myself a Letter," "Them There Lies," "Waves and Lovers" and "Sometimes I'm Happy."

Farther down the street in Tomorrowland, Count Basie and company packed the crowds into the Space Bar amid the roaring

of space rockets and other assorted rides. The shoulder-to-shoulder crowds were reminiscent of the exciting swing era days when dance halls across the country were packed with young enthusiasts. Basie offered Disneyland jazz huffs material from his book and a taste of such pop material as "I Wanna Be Around."

Disneyland's own fine house hand led by Bill and Lloyd Elliott offered a potpourri of pop styles in the Oak Tavern where the emphasis was on dancing. The band played "Autumn Leaves," "Love Is a Many-Splendored Thing" and "Big Band Twist" to satisfy the people who decided to avoid the crowds and stay in that area.

For the older crowd, the waltz king, Wayne King, held forth in the Plaza Gardens, offering such evergreens as "Three o'Clock in the Morning" and "Red River Valley."

Prior to the Saturday opening, Disneyland saturated the area with newspaper and radio advertising lauding the great band. Last year the park presented Gene Krupa, Les Brown, Lionel Hampton, the Tommy Dorsey orchestra and Harry James, among others, in its first Cavalcade of Bands. The steady clicking of turnstiles for this year's band special repeated the success of 1963 and demonstrated once again that the big bands, albeit hard to find, are still very much a part of Americana.

Bailey a Pearl Of a Singer

Pearl Bailey is back at the Twin Cnaches, Pittsburgh, after having played the city's Holiday House her last few engagements, but no matter where she plays it's a joy to hear the beguiling songstress.

At one stage, the witty ad-libber quips, "Pearlie Mae, you're just priceless. That about sums up her performance as she takes over the Twin Coaches stage for 45 minutes of singing, dancing and exuberant tonfoolery.

Her material ranges from such old standbys as "All of Me" and an especially well-arranged "Birth of the Blues," to such special material as "35 Years of My Life." Her delivery and timing are sharp and the evening is a personal triumph for Miss Bailey.

The dancing Markays and Jew Wilson's augmented orchestra round out the bill at the Rose Calderone club.

LEONARD MENDLOWITZ

Be Lovely?" Lena turns it into a sultry hallel through a slow, coy reading.

With Hayton gently playing piano accompaniment to "Happiness Is Just a Thing Called Joe," she sang this evergreen as a boastful salute, and then segued into the comical "Eagle and Me." The only thing lacking in her act was a dance or two and if her gown had allowed, she probably would have done that too. Lena closed with the indefatigable "Stormy Weather," but there wasn't a weather-beaten person in the room. She had expertly seen to that.

ELIOT TIEFEL

Don Cerulli, former account executive and copywriter for MGM-Verve Records at West, Weir & Bartel, has joined Gould, Bascom & Bonfigli as a copywriter in New York. **Frank Fontaine**, ABC-Paramount artist, makes his night club debut in New York at the Americana's Royal Box on June 22 for three weeks. **Bobby Rydell** will make his drama TV debut on ABC TV's "Combat." The segment will be aired early this fall. **Walter Handl**, conductor,

will succeed **Howard Hanson** on July 1 as director of University of Rochester's Eastman School of Music. Two Epic Records singing groups, the **Goldbriars** and the **Freewheelers**, will appear in the movie "Once Upon a Coffee House."

Bonnie Bourne, head of Bourne Company and its many affiliates, made a quickie trip to London last week in behalf of the tune "I Love You Because." The Good Time Singers, Capitol recording artists, have been signed to return as regulars for the second consecutive year on NBC-TV's "The Andy Williams Show." Al Madison, society maestro, posed as a hump pilot on CBS-TV.

show business mark as a singer, is now in sales and public relations for Lincoln-Mercury in Newark. N. J. with William Morris Agency. is the new promotion manager at Sun

Records. George Maharis, who has just completed production on his first two starring film roles ("The Sultan Bug" for Mirisch Bros. and "Quick Before It Melts" for MGM), has a new single out on Epic called "Tonight You Belong to Me." Comedian Morty Guntz has cut four sides for Mercury Records. Dick Styles brings his trio into Andre's in Great Neck for an unlimited engagement starting June 23. In addition to Styles at the piano, Ray Carle is on bass and Al Page on drums.

Loretta Fowlkes, staffer in Columbia Records publicity department, on a leave of absence for a date in Aspen, Colo., and an appearance in the touring company of "Porgy and Bess" in August. A scholarship student at Juilliard, Miss Fowlkes will return to her Columbia desk in the fall. Hypnotist **Pat Collins**, whose first album is titled "Sleep With Pat Collins," on Crescendo is being held over for a fifth week at **Gene Autry's** Shara Hotel in Chicago.

Singer **Mauri Leighton**, recently returned from a tour of Japan and the Far East, is now appearing at the New York Havana Club, Madrid. **Vaughn Mender**, recently released from General Artists Corporation, will do an 11-day stint at Greenwich Village's Cafe Au Go Go beginning July 14. **Mabel Mercer**, currently starring weekends at the Downstairs at the Upstairs, will appear on the

Today's show June 25. Gladys Shelley currently preparing her own discotheque album for the Spiral label. Nino Tempo and April Stevens have signed with personal managers Lutz & Loeh and will debut their new night club act at the Chi Chi in Palm Springs in August. Morty Wax celebrating his sixth year in the indie promotion business.

Carmen McRae:
Her Voice Rings
HOLLYWOOD — Opening
(11) at Shelly's Manne Hole be-

HOLLYWOOD — Opening (11) at Shelly's Manne Hole before an enthusiastic audience, Carmen McRae offered as sincere and potent a performance as any jazz fan could desire. Yet she has never achieved the success on records of which she is capable

Her voice is immediately identifiable, marking her as a distinctive vocalist. In her 10-minute turn, she handled herself in a cool, sophisticated manner. Truth is, the album's other women simply sings and communicates honestly with her audience. She opened her first set with a fast "Day In, Day Out" which lasted once around and ended

too quickly for many in the crowd. But this quick opener had the people on an alert edge, so when she slipped into the slow and moody "I'm Lost," she carried the crowd along with her. Carmen's range allows her to purr gently and then drop

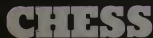
On two reprises, she accompanied herself on piano, running the gamut from gentle meander-

pel her to the position among vocalists where she belongs.

ELIOT TIEGE

A DIVISION OF JAMES J. KRIGSBAM
145 W 46th St, NEW YORK 36, N

**... YOUR REMINDER THAT CHESS
HAS FIVE, (5) HOT RECORDS!**



2120 Michigan Ave., Chicago 16, Ill.

Mobile Newsmen's Deal Nights of Tragedy, Comedy

By ELIOT TIEGEL

HOLLYWOOD—The night was silent and peaceful, which made the city appear different to Lloyd Perrin, KNX's top newsmen, zipping along Los Angeles streets during his 7:30 to 11:30 p.m. tour in mobile unit two.

It was 8:50 and there had not been any major calls over the radio. "Eleven-thirty is a long way off," he said to me as I sat next to him in the station wagon.

For the past year, Perrin has toured the Los Angeles area in mobile two, scouring the community for the respected CBS-KNX program, "Megalopolis at Night."

With much of Los Angeles evening radio devoted to comment or telephone programs, "Megalopolis" is a stand-out uniquely for its ability to probe and to give newsmen like Perrin full rein in electronic journalism.

Unless you have ridden in a completely equipped mobile news unit—such as the two KNX uses on "Megalopolis"—you have no idea how intricate and complex the specialized job of the remote, on-the-spot radio reporter is. Perrin is tops in this field and is probably the best known of the cruising "fender benders." The other touring "BS" reporters who alternate driving unit one for the show are George Martin, Mike Roy and Jake Jacobs.

Anchor Man

Operating in the studio are hosts George Walsh and Don Russ. They handle most of the phone interviews, but can cut to the two units immediately.

Perrin, one of the first in Los Angeles to operate a mobile news unit, has been covering news since 1957. He was awarded the 1963 Golden Mike award for his 15-minute report of a gun battle between

police and a killer of three women. The gun fight was one of three Lloyd has broadcast in his career.

"You see more death and destruction in one week on this job than most people see in a lifetime," he said, while driving down the Ventura Freeway to tape an interview on the owner of a restaurant in a bowling alley which had just lost its entertainment license because of public clamor against his policy of presenting strip-tease shows during the lunch meal.

The rest of the evening was spent cruising in the downtown LA area. One observation quickly realized is that a mobile newsmen must be an expert driver, have broad powers of retention and must be able to monitor several radios at once. This particular evening he aired five reports including the taped interview. His day had started at 3 p.m. and by 7:30 had already cut several other interviews.

The night before, Perrin was the first radio newsmen to interview arriving survivors of the Norwegian freighter *Scandalen*.

At 10:30 p.m. the police radio reported a robbery. Lloyd had just driven past, so back he went and arrived simultaneously with the uniform police patrol and had the story on the air within minutes.

On the Go

While driving the unit, Perrin must combat traffic, listen to radio calls and write the information on a clipboard while keeping his eyes on the road and his mind alert to the broadcast. Then it's top speed to the scene of the story, get the facts and get the story on the air as quickly as possible.

Because the city was quiet, Perrin felt obliged to apologize for "the lack of excitement," but there was nothing dull about being surrounded

(Continued on page 18)

ANGEL GIVES 'EM THE DEVIL

PORTLAND, Ore.—Jack Angel, KEX, air personality, has come up with an interesting idea that may prove to be excellent therapy for extreme frustration.

Jack began talking about voodoo with doctors on his show recently. A listener called and told him about a voodoo supply house in San Francisco. The result: The discovery that there is a great demand for witch's supplies such as hat blood, dried toads, elephant hairs and various "brew" materials.

From all this KEX decided to send out cardboard voodoo dolls which can be put together in a few seconds. Embellished on the doll are the KEX call letters and instructions reading "Write the name of the person you wish to be-devil on the doll's stomach—insert pins with a slow, twisting motion, thinking evil thoughts as you do so. Included in the kit are two two-inch-long pearl-headed pins. If you believe in the power of the voodoo, your enemy will suffer excruciating pain."

A doll is already hanging from a string in Billboard's record review room.

PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

VOX JOX

By GIL FAGGEN



WIBC staffers pose for anniversary portrait as station marks 40th year of broadcasting in the Duluth market. (L-r) Dick Gotschald, Stewart Stronach, Sandy Sanquist, Tom

Peterson, Johnny Collins, Jimmy Reed and Don Rose (seated) are saluted by taped greetings from celebrities and radio personalities throughout the country. The station, which recently joined the ABC Radio Network,

PROGRAMMING NEWSLETTER

Promotion Men—Please Copy

By BILL GAVIN
Contributing Editor

NO TWO RADIO stations use quite the same procedures in selecting new records for air play. There are, however, several general patterns, and most stations follow one or another of them. The hypothetical examples that follow come from actual station operations and will serve to illustrate different policy types.

Station "A" is a good music station in a large city. The music director is also the record librarian. He has very elastic office hours for receiving promotion men and listening to their new releases, both singles and LP's. He prepares a weekly playlist of singles, which includes five or 10 sides that must be programmed regularly by all the DJs. The rest of the singles list may be used optionally within the limits of station policy. The music director works closely with the DJ staff, sometimes recommending certain LP bands for frequent play, and sometimes reflecting the enthusiasm of the DJs for specific material. Obviously, local promotion men do not submit hard rock or teen sounds, knowing that these are excluded by station policy. If the music director is not available when the promotion men call, they leave their records, knowing that they will be given a fair hearing.

Station "B" is a top 40 power in a large city. The program director selects all the new music. His secretary takes the weekly survey of record sales, which is printed and distributed to record retailers. The PD does a regular shift, and, with his many duties, is not readily accessible to promotion men. National promotion chiefs find it almost impossible to get him on the phone. In most cases, new records are not brought in directly to the PD, but to the record librarian, who screens the most desirable sides for the PD's audition. Since the promotion men are seldom able to pitch their product at the time the PD is auditioning it, they try to see him a lunch or dinner, and concentrate their recommendations on one or two top records. Getting a new record on this station is the most

coveted promotion achievement in the business.

Station "C" is another top 40 outlet in another large city. Here there is no single voice of music authority. The record librarian receives the promotion people and listens to as many of their records as possible in their presence. Specified hours and days are set aside for promotion calls. Exceptions are often made, however, for a promoter with a hot new release or an "exclusive." The librarian screens the new releases and selects a number for submission to the weekly staff meeting where the DJs vote for the ones they prefer. Only those records receiving a substantial majority are put on the playlist. As a result of this system, promoters contact all of the DJs in an effort to obtain their favorable votes in the meeting.

STATION "D" is not a conventional top 40 operation, although it plays the current pop hits instead of canvassing the stores every week for tabulation of best-selling records. Listeners are encouraged to telephone their requests for favorites. New releases are tested in special phone response features. The program director uses these tests as a guide for adding new records to his playlist, although he occasionally uses his own unaided judgment in adding certain records. His office door is always open to record promoters, and he gives them a prompt and honest opinion of their records.

Station "E," a top pop station, has a music director who cordially receives all local promotion men, but who does not wish to be bothered by regional or national record people nor the artists that bring to town. This music director's policy is one of scrupulous fairness to every record that comes into his library, and he does not want to risk having his judgment swayed by "big shots" with liberal expense accounts.

STATION "F" subscribes to a programming service that provides a weekly playlist of current hits, plus recommendations as to which new records have the best chance to make the grade. This service is in a smaller town, where sales volume is too small to furnish an accurate programming guide. It is an important station on the periphery of a big city, however, and pro-

(Continued on page 18)

LYNNE PERRIN reports in to KNX's control central from scene of blast minutes after occurrence. Perrin and mobile unit cruise the city nightly.

to receive the "Biggest A" in Billboard's "A" list.

STATION - PROMOTIONS

MARKING the headlines these days: KSFO (San Francisco) decay Herb Alpert asked his listeners to write him, in 25 words or less, "Why I Would Like Herb Alpert to Write a Song for Me." The contest awarded 10 runners-up copies of the Baja Marimba Band album. The winner received a song written, recorded and released on A & M Records on the Almo label. Of course, the winner will participate in the royalties of the net sales of the single at the rate of 1 per cent. The name of the winner is Winick Lamoyan Cuan, Alpert and KSFO program director Al Newman made the choice based on the entrant's unusual name.

WJBK - Radio (Detroit) received over 2,280 postcards in less than two weeks from children who entered their mother's names in the station's "Happy Mother's Day" contest. The WJBK judges drew five lucky winners whose names were announced by "Good Guys" Mare Avery, Clark Reid, Robert E. Lee, Robert Walker, and Bob Edgington. The winning mothers received an RCA Victor AM-FM table radio and were satiated on the Bob Layne show.

WSB (Atlanta) recently ran a fishing contest at Lenox Square where a tank of fish was set up for the event. Successful anglers won new rods and reels.

In another area, other "Good Guys" specifically KIOA — spent Memorial Day delivering "goodies" all over the Des Moines area. Doug MacKinnon, Peter McLane, Ronn Pepper, Hal Moore, Stu Adams and Phil Thomas picked 10 winners from postcards sent in by listeners and awarded them with picnic baskets of hot dogs, buns, potato chips, pizza, soft drinks, beer and marshmallows. How many pounds the KIOA "Cook-out Patrol" put on only can be guessed.

SEGUE

Lonnie Starr, veteran New York broadcaster (17 years) and WHN air personality for the



LONNY STARR

past two years, will move into the morning show vacated by Bob & Ray. Starr, who was with WNEW (New York) for 13 years, has long been associated with the "Starr, Sinatra and Strings" feature and as host of New York's first TV dance party show. . . . Pat Patterson, formerly program director at WOL (Buffalo), joins Capitol Cities Providence station, WPRO, as air personality. . . . Vic Kemp, WYNR decay since 1962, joins WIBS (Indianapolis) for 9-15 p.m.-12:30 a.m. show, M-S, and Sunday 12:30-5:30 p.m., replacing Joe Kelly who has re-

Dean Show to Calif.

LONG BEACH, Calif. — The "Jimmy Dean Show" will be presented by KFOX at the new Long Beach Arena, Tuesday, June 30. Headlining the Dean show will be Molly Bee, Leon McAuliffe, the Cimmaron Boys, the Dillards and Roy Clark.

The Dean show is the third in a series of all-star in-person programs presented by the Smokey-eyed country-western music station. The two previous programs were "Grand Ole Opry" and "The Beverly Hills."

Johnny Canton, 30, gradually will decay at KUDA, Kasona 13.1, moving to WHAM (Rochester) as air personality.

Dun Porter, WKX (West Palm Beach) decay has dropped his alias "Bob Raleigh." Bob, I mean Don, will begin his own personal newsletter July 1.

Tom Shannon, formerly of WGR (Buffalo), joins air staff of WKBW of that city for mid-night to 6 a.m. show.

"The Jim Amech Show" has returned to the syndication path.

Philadelphia to Larry Jacobson 38.



JIM AMECH

New York, the new series consists of 10 hours of programming per week. An across - the - board decay show, the pick-up is being handled by Television Industries, 400 Park Avenue, New York. Amech is heard daily on WHN (New York).

WFIL Albums

PHILADELPHIA — WFIL, the Philadelphia Triangle outlet, is distributing handsomely packaged albums to advertising agencies and clients. The LP record features the station's air personalities, excerpts from shows, and the facts and figures about the station's operation.

To encourage the listener's attention, WFIL is offering five prizes to those who correctly answer questions on an enclosed

WCAU Package

MEMPHIS — Pepper Sordahl has produced a "Weekend Hug-day Package" for WCAU, CBS-owned station in Philadelphia. The package, to be played through the summer, urges listeners to participate in the weekend excitement of their particular areas. Promotions in the package vary from eight to 35 seconds.

postcard about statements made in the album.

*the world's
next
phenomenon . . .*

**BOBBY
JAMIESON**



MGM Offers Trip to DJ's

NEW YORK—In connection with the new Connie Francis picture, "Looking for Love," MGM Records and MGM Pictures are offering an opportunity to deejays around the nation to win an all-expenses-paid trip to Puerto Rico.

Disk jockeys, after registering with MGM Records in New York, ask their audiences to answer in 25 words or less... why they would like to win a weekend with Connie Francis. All entries will be sent to the local deejay for judging. The local winner receives a Connie Francis Lady Valet-Ingonue Model. All local winners will also receive an autographed

(Continued on page 17)

Turtle Brings In the Bacon

WESTBORO, Wis. — WIGM turned a slow-moving gag into a fast buck for the Memorial Nursing Home of Medford, Wis.

The bit got started with deejay Warren Wynn commenting on the air that he had spotted several large turtles in his yard at home. Listeners and fellow WIGM staffers displayed disbelief and Wynn showed up the next day with a 24-inch turtle. Rather than allowing such an attraction to retire to the quiet of the forest primeval, it was decided to auction off Mr. Turtle on the air to the highest bidder.

As to be expected in any turtle auction, the bidding started with a slow crawl (50 cents). However, as the day

Promotion Men—Please Copy

• Continued from page 14

motion men call there regularly. Whenever the music director wishes, he departs from the syndicated pick list and adds his own choices.

Station "G" receives most of its records by mail. Many are late; some don't arrive at all and have to be ordered from the local record store. The town is too small for a retail sales survey, so the station employs a system: The top 40 is made up of the top 15 on Billboard's Hot 100, plus the next 25 that show gains. Picks are those that are showing the biggest

gains in the rest of the chart, provided that they are available. Once in a while a promotion man from the big city will stop by. He is warmly welcomed, and many of the records that he recommends are put on the playlist immediately. It is, after all, a flexible policy.

IT IS GREATLY to the credit of the promotion fraternity that its members understand and adapt to the innumerable kinds of music policies they encounter. They may not approve of some and are frustrated by the apparent short-sightedness of others. But they make the best of it, and their best is often very good.

progressed, so did the bids, with a \$9.61 bid closing off the day's activities. The following day the turtle acquired the name of "Little WIGM" and the station acquired more bids from the local businessmen. The closing bid tallied in at \$32.50 from the Medford Fire Department.

KRNT Aids Drive

DES MOINES—KRNT-Radio and TV, Des Moines' CBS affiliate, has offered the use of its staff and facilities to the Des Moines Park Board for raising the additional \$100,000

needed to construct a children's zoo here.

Bill Riley, KRNT, has set up collection headquarters at the station. Guy Koeningberger, station's promotion manager, has indicated that local programming, both radio and TV, will be geared to create interest in the fund-raising project.

COV-ST9801 (STEREO)

CRYOVAC -FILM

The
Self-service
Swing is to
Cryovac V-film
packaging!

POP-STANDARD SINGLES

Not too far out in either direction, the following singles, selected from the *Billboard* Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	Last Week	TITLE, ARTIST, LABEL	From this week's Hot 100	Weeks on Hot 100
1	2	PEOPLE, Barbara Streisand, Columbia 42965	12	
2	1	LOVE ME WITH ALL YOUR HEART, Ray Charles Singers, Command 4046	11	
3	4	TELL ME WHY, Bobby Vinton, Epic 9687	5	
4	3	DIANE, Bachelors, London 9639	10	
5	5	HELLO, DOLLY!, Louis Armstrong, Kapp 573	19	
6	—	THE GIBL FROM PANAMA, Getz-Gilberto, Verve 10323	4	
7	6	TODAY, New Christy Minstrels, Columbia 43000	11	
8	8	IT'S A WONDERFUL LIFE, Terry Stafford, Crusader 105	5	
9	7	TEARS AND ROSES, Al Martino, Capitol 5183	6	
10	10	BEANS IN MY EARS, Serendipity Singers, Philips 40198	5	
11	9	BE ANYTHING (But Be Mine), Connie Francis, MGM 13237	7	
12	13	COTTON CANDY, Al Hirt, RCA Victor 6346	11	
13	15	ANOTHER CUP OF COFFEE, Brook Benton, Mercury 72266	6	
14	—	MILORD, Bobby Darin, Atco 6797	6	
15	—	THE FRENCH SONG, Lucille Starr, Almo 204	6	
16	14	TOO LATE TO TURN BACK NOW, Brook Benton, Mercury 72266	7	
17	19	ALONE WITH YOU, Brenda Lee, Decca 31628	2	
18	17	THE WORLD OF LONELY PEOPLE, Anita Bryant, Columbia 43037	6	
19	—	I STILL GET JEALOUS, Louis Armstrong, Kapp 597	2	
20	20	THE WORLD I USED TO KNOW, Jimmie Rodgers, Dot 16595	4	

Connie Francis

Continued from page 16

copy of Connie's soundtrack LP. The local winning entry will then be submitted by the delay to "Looking for Love," Contest, MGM Records, 1540 Broadway, for final judging.

The disk jockey submitting the winning entry on behalf of a listener will receive a seven-day all-expenses-paid vacation for two at the Americana Hotel in Puerto Rico. The listener wins a weekend for two as guest of Connie Francis at her New Jersey home and visits to New York night clubs, theaters and restaurants. Other awards to the winner include a Connie Francis Valet-De-Luxe Model, as introduced in the Connie Francis film, and a complete library of the singer's albums, including a personally autographed copy of her "Looking for Love" album.

YESTERYEAR'S HITS

Change-of-price programming from your librarian's shelves, featuring the disks that were the hottest in the last five years ago and ten years ago this week. Here's how they ranked in *Billboard's* chart of Hot Time.

POP—5 Years Ago June 29, 1959

1. The Battle of New Orleans, J. Horton, Columbia
2. Personality, L. Price, ABC-Paramount
3. Lonely Boy, P. Anka, ABC-Paramount
4. Dream Lover, B. Darin, Atco
5. Lipstick on Your Collar, C. Francis, MGM
6. Tallahassee Lassie, F. Cannon, Swan
7. Kansas City, W. Harrison, Fury
8. Quiet Village, M. Genny, Liberty
9. Along Came Jones, Coasters, Atco
10. A Teenager in Love, Dion & The Belmonts, Laurie

RHYTHM & BLUES—Five Years Ago—June 29, 1959

- Personality, L. Price, ABC-Paramount
Kansas City, W. Harrison, Fury
The Battle of New Orleans, J. Horton, Columbia
Dream Lover, B. Darin, Atco
So Fine, Tiedas, Old Town

POP—10 Years Ago June 26, 1949

1. Little Things Mean a Lot, K. Kallen, Decca
2. Three Coins in the Fountain, Four Aces, Decca
3. Hernandez's Hickeys, A. Bleyer, Cadence
4. Happy Wanderer, F. Weir, London
5. Wand'rd, P. Gonyea, RCA Victor
6. If You Love Me (Really Love Me), K. Starr, Capitol
7. Three Coins in the Fountain, F. Sinatra, Capitol
8. Happy Wanderer, H. Beme, RCA Victor
9. Here, T. Martin, RCA Victor
10. Crazy 'Bout You Baby, Crew Cuts, Mercury

- I Only Have Eyes for You, Flamingos, End
You're So Fine, Falcons, Unart
There Goes My Baby, Orioles, Atlantic
So Close, B. Benton, Mercury
I'm Ready, F. Domino, Imperial



Cryovac offers the record in busy, complete packaging program. A complete line of equipment... the fully-automatic SA-1, the semi-automatic console, and the hand-operated L-Sealer; Y-Film... that offers total protection plus eye-catching beauty... a highly skilled service organization... representing the finest packaging "know-how" in the business today.



More and more labels are making the big swing to Cryovac Y-film because they found it the best way to package record albums. Best because crystal clear Y-film adds sparkling sales appeal, its strength insures protection. Best because Y-film was created by Cryovac specifically for the self-service market. Best because it is economical to use for individual L. P.'s or multiple units. Best because Cryovac provides you with a complete program. Any wonder the big swing is to Cryovac Y-film packaging?



W. R. GRACE & CO., CRYOVAC DIVISION, DUNCAN, S. C.

... the impulse package for self-service sales

RADIO RESPONSE RATING

INDIANAPOLIS

TOP STATIONS

Rank	Call Letters	% of Total Points
★	For POPULAR Singles	
1	WIFE	57%
2	WIEG	35%
3	WUEG	3%

★ For POPULAR LP's

1	WFBM	29%
2	WIEG	29%
3	WUEG	2%
Others	WFBM-WHOT	7%

★ For R&B

1	WUEG	100%
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★ For JAZZ

1	WUEG	35%
2	WIEG	35%
3	Others	30%
Others	WFBM-WHOT	1%

★ For C&W

1	WUEG	71%
2	WIEG	25%
3	WUEG	3%
Others	WFBM-WHOT	1%

★ For SINGLES

1	WUEG	29%
2	WIEG	29%
3	WUEG	2%
Others	WFBM-WHOT	7%

★ For FOLK

1	WFBM	66%
2	WIEG	30%
3	WHD	16%

★ For COMEDY

1	WUEG	66%
2	WIEG	30%
3	WUEG	2%

★ For CLASSICAL

1	WUEG	57%
2	WIEG	35%
3	WUEG	2%
Others	WFBM-WHOT	7%

TOP DISK JOCKEYS

Rank	Disc Jockey	Call Letters	% of Total Points	% of 1st Place Votes
★	For POPULAR Singles			
1	Joe Light	WIFE	41%	
2	Bill Baker	WIEG	25%	
3	Joe Reynolds	WUEG	10%	
4	Tom Marlin	WIFE	11%	
5	Jimmie Jackson	WUEG	5%	
Others	(Unrated station mid-market)			

★ For POPULAR LP's

1	Devoted Harmon (1st)	WFBM	23%
2	Devoted Harmon (1st)	WIEG	23%
3	Bob Morrison (1st)	WUEG	23%
4	Devoted Harmon (1st)	WUEG	23%
5	Devoted Harmon (1st)	WUEG	23%
Others			

★ For R&B

1	1st Woods	WUEG	100%
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★ For JAZZ

1	1st Woods	WUEG	100%
---	-----------	------	------

★ For C&W

1	1st Woods	WUEG	100%
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show, 10 min. newcasts 6:55, 7:05, 7:55, 8:05 a.m. Four-man news department under direction of Bill Donella. Radio equipped news units. Station broadcasts live (no automation) 24 hours each day. Heavy on and off the air promotion. VP & gen'l mgr., Ronald M. Mercer. Program director, Jay Reynolds (also does daily air show).

WIGO: 250 watts day. Independent. Music format: Standard-Pop. Station began broadcasting May 15, 1963. Special races carried. Special programming: "Bingo," with Bob Rogers and Chuck Mitchell, 9:30-10 a.m. daily; "Live Mike," with Mike Dunn, person-to-person sidewalk interviews, 12:15-12:30 p.m. Capsule vignettes for women, advice from experts—one minute, 1 p.m. hour. Remotes from unusual locations featured during week. 15 min. newcast at noon, M-F. "Countdown," noon-12:15 Sun., recapitulation of week's news events. Pres., Luke Wilson. VP & gen'l mgr., Stokes Greshman Jr. Program director, William H. Froese Jr.

WIRE: 5,000 watts. Independent. NBC affiliate. Music format: Pop-Standard. Station will officially change ownership within two weeks from Joseph C. Amato Associates to Mid-America Radio. Highly identifiable air personalities. Special programming: "Live Wire," audience phone-in program, 7-8 a.m. Sat., M-F, 6:40-7:30 p.m. "Footlight Review," light classical music and show tunes featured 9:10-1 a.m. nightly. Four-man news department with radio-equipped news units under direction of Mike Aher. Comedy vignettes aired in Ted Mack show 12:15-4:30 p.m. Sat. and 3-6 p.m. M-F 15 min. local newcast 7:45 a.m. daily. 10-min. newcasts, 5:50 p.m. and 10 p.m. Gen'l & sales mgr., William J. Shuel. Program director, Doug Zink (also does daily air show).

WNBY: 5,000 watts day. Independent. Music format: Standard-Pop. Station began broadcasting March 12, 1964. Special racing carried. Special programming: "Popuri," 15-min. interview and reports of human interest nature. "Exotics," 1-min. local produced witty bits relating to mores and folkways of society. Special newcasts 7:45, 11:45 a.m. & 5:45 p.m. Pres., Douglas D. Cable. Gen'l mgr., Tom Howard. Program director, Tom Doyle (also does daily air show).

WXLW: 5,000 watts. Independent. Mutual Network. Music format: Standard. Editorial air. Racing sportscares carried. Special programming: "Hawaii Calls," 15-min. interview and reports of human interest nature. "Exotics," 1-min. local produced witty bits relating to mores and folkways of society. Special newcasts 7:45, 11:45 a.m. & 5:45 p.m. Pres., Douglas D. Cable. Gen'l mgr., Tom Howard. Program director, Tom Doyle (also does daily air show).

SATIONS by FORMAT

INDIANAPOLIS: Nation's 20th radio market 8 AM, 5 FM pop-standard, 1 contemporary pop, 1 R&B-C&W, 1 contemporary, 2 standard-pop, 1 standard.

WFBM: 5,000 watts. A Time-Life Station CBS affiliate. Music format: Pop Standard. Identifiable air personalities. Editorials aired. High school basketball, Purdue football and other special sporting events carried. Special programming: "Sound of the City" man-on-the-street interviews by Jim Gerard two-minute, 12 per day. M-Sun. "WFBM Dinner Bell" receives given each day on special phone call-in line. Recipes are promoted with phone number on air. "Top Indianapolis"—10-minute program aired Sat. & Sun.—news, information and panel discussions on controversial subjects. Combo 20-man news department under direction of Bob Gamble. Radio news editor, Gene Slaymaker. Radio-equipped news units. Station received DuPont Award 1962-64 for "Overall Effective Public Interest Programming." Station mgr., Don Menke. Program and promotion mgr., Jerry Chapman.

WIBC: 50,000 watts day. 1,000 watts night. Independent. Music format: Contemporary-Pop. Identifiable air personalities. Editorials aired. High school basketball, Indianapolis 500 and other special sporting events carried. Special programming: "Pick-A-Pocket," with Jim Shelton, 12:15-12:30 p.m., M-F, remote from Circle Theater. Audience participation with prizes and short interviews. "Tell-O-Test," 6:45-7 p.m., contest held in conjunction with local Standard Food Markets. "Indiana Today," 9:05-9:15 p.m., public service interviews with rotating hosts. Regular remote broadcasts weekdays and weekends. "Fox's Den," 6:15 p.m., M-F, sports with Sid Collins. Heavy on and off the air promotion. Six-man news room under the direction of Fred Heckman. Radio-equipped news units. Bob Hoover, city-county reporter; Leo Lawrence, Capitol reporter, 15 min. newcasts 8 a.m. noon, 6 p.m. 10 min., 7 a.m. Radio Press Inc. handles news service. Pres., gen'l mgr., Richard M. Fairbanks. Station mgr., Robert F. Olszewski. Program manager, William L. Dean. Promotion mgr., Michael Ruppe Jr.

WGEE: 5,000 watts day. A Rollins Station. ABC affiliate. Music format: R&B-C&W-Contemporary. Full All-Black schedule carried, 7-7:25 p.m. religious music, "Hymns of All Churches," 6-7 a.m. gospel music. Sat. 5:30-6 p.m., "Tomorrow Today," Negro problems discussed by panel moderated by Sid Woods. Sid Woods jazz show daily 5:30-6 p.m. and Sat. 2-5 p.m. ABC Net news and sports 6:30-7 p.m. WGEE-FM duplicates AM during day and continues independently to midnight. Gen'l mgr., Arnold C. Johnson. Program director, Robert Wold (also does daily air show).

WIEG: (formerly WHIS) 5,000 watts day, 1,000 watts night. A Star Station. Music format: Contemporary. Highly identifiable air personalities. Editorials aired. Special programs: "Citizen Speak Out," current controversial subjects discussed by civic leaders—two min., five times daily. "Operation Air Watch," reports by Police Lt. Tom Hancock from nation airports. "News Watch," news features on the lighter side sprinkled during the early morning

THE RADIO RESPONSE RATINGS of stations and individual air personalities have been determined by survey of local and national record promotion personnel, distributors and record manufacturers. Not a popularity poll, the ratings are based strictly on the comparative ability of the stations and air personalities to influence their listeners to purchase the singles and albums played on the air. The ratings likewise point up the importance of music of all types in building audiences and creating a favorable attitude conducive to influencing the listener to purchase other products and services advertised on radio stations.

FORMAT GLOSSARY: "Contemporary"—Stations that play primarily singles and LP's of a "rock-roll" and rhythm and blues nature. "Pop Contemporary"—Stations that play rock-roll and rhythm and blues music as well as current singles and LP's of a non-rock nature. "Pop-Standard"—Stations programming current and stock singles and LP's, excluding rock-roll and rhythm and blues. "Standard-Pop"—Stations that play a wide range of current pop standards to current pop singles. "Standard"—Stations programming current or stock versions of the old standards called primarily from P.A. Rock-roll and "teen sound" excluded. "Conservative"—Stations featuring primarily the music of a substantial number of years performance. Background instrumental music. "Classical," "Country & Western," "Jazz," "Rhythm & Blues," "Ethnic"—Stations programming more than 50 per cent of their music in the above mentioned particular categories.

Mobile Men Deal Tragedy, Comedy

Continued from page 14

acrid danger of a roaring canyon fire departments.

On "exciting" nights, Perrin recently walked outside a hotel. Inside a tenant threatened to blow up the building with hand grenades; covered riot at a boxing arena in which the crowd threw bottles and chairs and taunted the police and fire men; reported the death of a woman stabbed 18 times in a parking lot; and seven men almost overturned his unit. When he was broadcasting a shooting.

Perrin's job takes him from a shooting to the plunking of the Academy Awards, or the

I asked him about the special requirements needed for being a mobile unit reporter. "You have to react quickly to situations, sizing them up and getting the news accurately," he said. "Perrin answered, "You're under constant tension and the driving doesn't help either. This is not a job when you get the story and beat the competition, it's a good feeling."

Perrin's final reports for the evening were about accidentally had a touch of humor. He dutifully mentioned that the vehicles reported stolen that night was a black hearse.

New Program Chief Named By WCBS

NEW YORK—WCBS was making news last week with the appointment of a new program director and an important change in the station's wake-up show.

The CBS-owned flagship station, the only New York City music on a Monday-through-Friday basis, has decided to cut back sharply on live music within the "Jack Sterling Show." The station's quintet, Tony Aless, piano; Mary Osborne, guitar; Andy Fitz, clarinet; Buddy Jones, bass, and Tyree Glenn, vibes, have been a part of the Sterling show for more than 12 years. Sterling recently marked his 25th anniversary with the station.

Another change brought WCBS radio account executive James R. McQuade into the program director's slot vacated by Joe Cook, who has moved to a top executive post with RKO General (owner of WOR). McQuade joined CBS in

1953, and has served as sales service manager, operations manager, and manager of finance and administration with the station.

Between 1956 and 1961, he held a variety of posts in the CBS Radio Network. His last position was as supervisor of national program clearances.

Other Changes

Other changes in programming were introduced last month with the addition of Dave Garraway to the permanent

staff in a spin-shift talk music show entitled, "Garraway AM," (11:10-11:55) and "Garraway PM" (4:15-5:55).

The addition of the Garraway segments involved a shifting of the "Bill Randle Show" into the 12:15 to 12:55 p.m. position, with the Art Linkletter "House Party" moving to 1:15 p.m., and "The Garry Moore Radio Show" following at 1:35. "One Woman's New York" moves to the 1:45 time period from 5 p.m.

Several new program series

were also included in the May changes. "On the Scene," with Ed Joyce, 3:15-3:55 p.m., Monday through Friday, features remote coverage of unusual events, places and people. And the "Ask the Expert," series aired 2:15-2:55 p.m., weekdays with John Shafer, a service-information program, features authorities discussing basic subjects of general interest and questions telephoned in by listeners.

The changes have all been made since the March ratings.

which showed the station down from fourth to sixth place in the morning and near the bottom in the afternoon and evening.

So far the switches at WCBS have been piloted by Ralph W. Goshen, who was recently appointed vice-president of CBS Radio and general manager of WCBS. Industry observers will be watching with keen interest—in light of the recent changes—the progress of the station in the next few rating periods.

Computer Picks Beatle Audience

CLEVELAND—In what may be the first time in show business history, an audience has been selected by automation. WHK, the Metro-media station, has turned the problem of distributing tickets to listeners for the station-sponsored Beatle performance scheduled for Sept. 15 to an IBM computer.

WHK selected the machine method of ticket distribution after parleys with city police officials in an effort to avoid any mob scenes at the ticket offices.

Ticket requests were submitted on postcards, and the lucky card numbers were selected impartially and at random by IBM programming under the supervision of a certified public accountant. Persons whose cards were selected have been notified by mail when and where they may purchase tickets. Each card selected is eligible to purchase two tickets.

Scott Burton, WHK program director, reported that the number of requests received would have filled the 10,000-seat Cleveland Public Auditorium well over 10 times.

HARMONICA, BEATLE TIE-IN

HICKSVILLE, L. I.—Disk jockeys and program directors in cities to be toured by the Beatles this summer have an opportunity to stage contests with harmonicas as prizes. M. Hohner, Inc., the harmonica manufacturer, is offering Marine Band harmonicas to publicize that the Beat play the instrument. A special Beatle harmonica package, including harmonica arrangements of two of their songs, is being marketed by Hohner.

Those interested in taking part in the promotion are invited to contact M. Hohner, Inc., Andrews Road, Hicksville, Long Island.

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THE STONEMAN FAMILY
ON THE
MEREDITH WILLSON SPECIAL
Tuesday night
JUNE 30TH
CBS-TV

THE STONEMAN FAMILY

BIG BALL IN MONTEREY ANONYMOUS RUSTEN
DARLIN' CORY LITTLE MAGGIE TAKE ME HOME
TIE ON THE MOUNTAIN DRINK & SING
LOST BALL IN THE HIGH WINDS SHINY TENNESSEE
I WISH I HAD THE OLD CLUCK ARE AT HOME, GARDENING



WP-1820/STEREO-1820/STONEMAN FAMILY



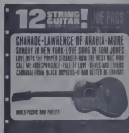
PJ-82/STEREO-82/ROY HAYNES



WP-1826/STEREO-1826/CHET BAKER



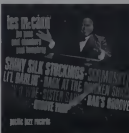
WP-1825/STEREO-1825/CLIFFORD SCOTT



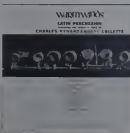
WP-1822/STEREO-1822/JOE PASS



WP-1819/STEREO-1819/BUDD SHANK



PJ-78/STEREO-78/LES MCCANN



WP-1823/STEREO-1823/RYNARD & COLLETTE



WP-1824/STEREO-1824/DAVID PARKER



PJ-81/STEREO-81/MCCANN & THE CRUSAIDERS

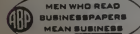


PJ-80/STEREO-80/GERALD WILSON ORCH.

ACTION SINGLES:
X-409/Clifford Scott
X-411/Les McCann
ROUTE 66/ BIG CITY
X-414/Jessie Paul
CORNERS OF THE ROOM/POPCORN & CANDY
X-403/Sonny Knight
I JUST CALLED/IF YOU WANT THIS LOVE
X-412/Jazz Crusaders
LONG JOHN/ I REMEMBER TOMORROW

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SINGLES REVIEWS



ACROSS-THE-BOARD SPOTLIGHTS

THE THREE SUNS—HAPPY WEDDING SONG (Corona, BMI) (2:12)—Watch this one; it is not typical of the group. Arrangement is a happy, hand-clapping horn spelt out on the organ. Tune moves into swingin' Dixie beat and finally rollicking swinger. Flip: "My Man" (Corona, BMI) (2:12). **RCA Victor 8373**

STIVE CLAYTON—MY RING OF LOVE (Day-Hillland, ASCAP)—Powerful entry. Tune packs emotional wall with fine lyrics and top-notch delivery by Clayton. Ballad is laced with strings, the singer adding some Italian phrases for effect. Side builds to exciting climax. Sounds like a summer smash. Flip: "My Summer Love" (Rosewood-Day-Hillland, ASCAP) (2:43)—Fine tune for season—one to check. **Epic 9695**

BENT FABRIC AND HIS PIANO—GOOFUS (Feist, ASCAP) (1:58)—One finger is all you need if you hit the right keys. Fabric does, and handles this cutie with simplicity and ease. Catchy backing from sousaphone. Flip: "Organ Grinder's Swing" (American Academy, ASCAP) (2:12)—Another good side done in vein of "Alley Cat"—worthy of consideration. **Ato 6304**



HOT POP

SPOTLIGHTS

MARVELETTES—YOU'RE MY REMEDY (Johete, BMI) (2:43)—Hand-clapping rocker featuring solo by lead and pronounced beat. Hit sound all the way. Flip: "A Little Bit of Sympathy" (Johete, BMI) (2:23). **Tamla 54097**

BEN E. KING—WHAT CAN A MAN DO (T.M., BMI) (2:32)—Ben E. King enters a powerful musical plea for a girl's love. Pick-drivin' beat it matched by wailing chorus and brass. Flip: "So Senior" (Columbia, BMI) (2:29). **Aton 6303**

NEIL SEDAKA—SUNNY (Screen Gems-Columbia, BMI) (2:30)—Fine teen-gospel side featuring Neil's highest register delivery. Four Seasons-oriented femme chorus backs him. Calypso beat and interesting arrangement. Flip: "She'll Never Be You" (Screen Gems-Columbia, BMI) (2:06). **RCA Victor 8382**

TIMMY BROWN—I GOT A SECRET (GONNA KEEP IT TO MYSELF) (Merjoda & Ben-Lee, BMI) (2:32)—Philly folksie jamback carries the ball for a crashin' end run that could result in a chart score. Powerful beat and swingin' arrangement. Flip: "Baby, It's Okay" (Ben-Lee, BMI) (2:23). **Ember 1106**

LULA REED—BABY (YOUR LOVE) (Son-Lo, BMI) (2:30)—Lulu knows how to belt on this blues-rocker. Big orchestra blasts in the background as the gal wails with excitement. Flip: "Call Me Darling" (Allstar, ASCAP) (2:30). **Tangerine 943**

ROLLING STONES—TELL ME (Southern, ASCAP) (2:35)—I JUST WANT TO MAKE LOVE TO YOU (Arc, BMI) (2:15)—Neanderthal music at its best. The British group offers a crude chant and the rockiest sound around. Flip features lead in rock groove. Stuntmen guitars beat with hand-clapping makes it rock with British accent. **Dolton 9682**

REVIEWED THIS WEEK, 164—LAST WEEK, 126

GUEST PANELIST OF THE WEEK

JIM STAGG



Each week a program director and/or dealer is invited to sit-in and help Billboard's Review Panel select Spotlights. When unable to come to the New York office, guest panelists listen and rate via special WATS long-distance speaker-telephone hook-up. An opportunity is also given the host to publish his own or station "Pick of the Week."

BOBBY FREEMAN—"ONION AND SWIM (Parts 1 & 10)—The season's right. The sound's a smasher. Directed at all those who can't make the dance scene on land, Bobby's really in the commercial swim with this wailin' rocker. Sounds like it will float to the top of the chart. **Autumn 2**

TRACEY DEY—HANGIN' ON TO MY BABY (Saturday, ASCAP) (2:37)—Rockahallad song in dual-track duet by Tracey. Easy rockabait with chorus in the wings. Flip: "Ska-Doo-Dee-Yah" (Saturday, ASCAP) (2:36). **Amv 908**

THE VENTURES—WALK-DON'T RUN '64 (Forday, BMI) (2:23)—Up-dated version of their hit of several years ago. Sound is basically the same but arrangement and instrumentation figure strongly in new approach. Could make the route again. Flip: "The Cruel Sea" (Metric, BMI) (2:20). **Dolton 96**



POP STANDARD

SPOTLIGHTS

LENNY WELCH—IF YOU SEE MY LOVE (Four Star, BMI) (2:30)—Velvety vocal on tender romantic ballad. Side will be popular with teen-age and adults listeners as well. Flip: "Father Sebastian" (Four-Star, BMI) (2:30). **Cadence 1446**

JIM REEVES—I GUESS I'M CRAZY (Mallory, BMI) (2:20)—Silky smooth delivery of plain country-flavored ballad. Guitar follows Reeves in close support. Fodder for pop and c&w stations. Flip: (See Country Spotlight). **RCA Victor 8383**

GLORIA LYNN—DON'T TAKE YOUR LOVE FROM ME (Morris, ASCAP) (2:48)—Intimate performance by Gloria on this lovely ballad. Plenty of class with high commercial potential in groove of her past hits. Flip: "You Don't Know What Love Is" (Leeds, ASCAP) (2:58). **Everest 2044**

GALLANTS—THEME FROM GOLDEN BOY (Morris, ASCAP) (2:55)—First-rate instrumental from the new Sammy Davis Jr. show. Also sax in lead with organ and big chorus in support of haunting melody. Flip: "Theme From Rhino" (Hastings, BMI) (2:17). **Capitol 5214**

LETTERMEN—PUT AWAY YOUR TEARDROPS (Screen Gems-Columbia, BMI) (2:19)—SEVENTH DAWN THEME (United Artists, ASCAP) (2:59)—First side is sentimental ballad warmly sung by group. Lush strings and medium tempo. Arrangement will appeal to teen-age, too. Flip is movie theme given romantic reading to flush orchestral backing. Much class. **Capitol 5218**

JOE SHERMAN HIS ORK AND CHORUS—SEVENTH DAWN (United Artists, ASCAP) (2:26)—Choral treatment of Bill Holden flick. Melancholy harmonica leads the way on this easy listener and fine programmer. Flip: "Time Alone Will Tell" (Marmba, ASCAP) (2:00). **World Artists 1024**

GREENWOOD COUNTY SINGERS—FRANKIE AND JOHNNY (Hollis, BMI) (2:48)—Happy version of the famous song. Group gives the tune a sprightly, spring run-through. Real swingin' pop-folk. Flip: "Climb Up Sunshine Mountain" (Cavalcade, ASCAP) (2:01). **kavac 591**

Album Reviews on Page 68



COUNTRY & WESTERN SPOTLIGHTS

JIM REEVES—NOT UNTIL THE NEXT TIME (Acclaim, BMI) (2:40)—Warm and sincere performance of tender weeper ballad. Country piano and strings add to it all. Flip: (See Pop Standard Spotlights). **RCA Victor 8383**

TONY DOUGLAS—YOUR LOVE FOR ME IS LOVING LIGHT (English, BMI) (2:00)—Great crying in the beer tune with heart-rendering story well told of love lost. Douglas is effectively backed by chorus. Flip: "Hey Walter" (English, BMI) (2:08). **Sims 187**

PROGRAMMING SINGLES

HOT POP

TONTO, VIC AND MANUEL—Go Go Watusi (Rhodes, BMI) (2:30). **REPRISE 9288**

SABRINE TWINS—HEI! Never Know What He'll Do (Columbia, BMI) (2:24). **ARC-PARAMOUNT 10540**

JERRY LEE LEWIS—She Was My Baby (He Was My Friend) (Valley, BMI) (2:11). **SMASH 1906**

RHETTA AND EDDIE—Three Little Books (Bourne, ASCAP) (3:44). **PELLED 897**

ACE CANNON—The Great Pretender (Fanthor, ASCAP) (2:22). **HI 3078**

SINGLES REVIEW POLICY

Every single sent to Billboard for review is held by Billboard's Review Panel, and its programming and sales potential is rated within its category of music. Reviews are presented for Spotlight picks only.



SPOTLIGHT WINNERS OF THE WEEK

Pop single Spotlights are those singles with sufficient programming and sales potential to achieve a listing in the top 50 of Billboard's Hot 100. For the benefit of broadcasters, Spotlights are broken down into specific programming categories. Across-the-board Spotlights are records applicable for all program formats. Hot Pop Spotlights are records suited for the contemporary and pop contemporary radio only. Pop Standards Spotlights are geared for pop standard and pop contemporary or pop. Programming specialists are other records applicable for programming in their specific categories.

DON THOMAS—She Acts Like She Doesn't Care (Champion, BMI) (2:17). **CORAL 3418**

DUANE EDDY—Ward Sailing (Lindauze, BMI) (2:50). **RCA VICTOR 8376**

ELVIS PRESLEY—If You Think I Don't Need You, I Need Somebody to Love (On-Min, Everybody) (Today, Tomorrow and Forever, RCA Victor) (2:31). **RCA 4382**

LITTLE RHEBIE—I Want My Baby Back (Patent-Balladeer, ASCAP) (2:12). **CATCH 107**

RUBY & THE ROMANCES—Rocky Road Home (Rosewood-Day-Hillland, ASCAP) (2:23). **KAPP 681**

PATS DOMINGO—Mary, Oh Mary (Anastasia-Kayoma, BMI) (2:21). **ARC-PARAMOUNT 10547**

FREDRIC CANNON—Come Good Things Go (Clairidge-Holston, ASCAP) (2:40)—Summer-time, U. S. A. (Cherry, BMI) (2:37). **WARNER BROS. 5448**

CHARLIE MCCOY—We'll Use Love Me Tomorrow (Screen Gems-Columbia, BMI) (2:17). **MOVEMENT 842**

TOMMY YOUNGLOOD—Did I Ever Make You Cry (Goldhawk-Coe, BMI) (2:20)—Hello Darling (Goldhawk-Coe, BMI) (2:20). **CHARTERHOUSE 454**

JOHNNY RICKETT—Bye, Bye, Love (Acad-Rose, BMI) (2:29). **20th CENTURY-FOX 580**

ROBERT L. WILSON—Peanut Tarker (Pictureline, BMI) (2:29). **ARC-PARAMOUNT 10545**

GRICHES—Tell Me a Story (Idolmancie, BMI) (2:15)—From Bad to Worse (Idolmancie, BMI) (2:07). **COLUMBIA 43666**

(Continued on page 58)

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5. *THE LONDON SYMPHONY ORCHESTRA* - *THE LONDON SYMPHONY ORCHESTRA*
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9. *THE LONDON SYMPHONY ORCHESTRA* - *THE LONDON SYMPHONY ORCHESTRA*
10. *THE LONDON SYMPHONY ORCHESTRA* - *THE LONDON SYMPHONY ORCHESTRA*
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Billboard

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RECORD DISTRIBUTORS**

**How Distributors
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Record Sales**

**HOW INDIE
DISTRIBUTORS
DIVERSIFY**

**THE ROLE OF THE
INDIE DISTRIBUTOR
IN TODAY'S MARKET**



AMERICAN RECORD MERCHANTS AND DISTRIBUTORS ASSOCIATION



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TOP 100

★ **STAR performer**—LP's on chart 9 weeks or less registering greatest proportionate upward progress this week.

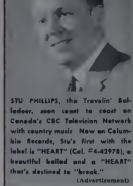
Record Industry Association of America
List of collection as million dollar LP's

Rank	Artist, Label	Weeks on Chart	Rank	Artist, Label	Weeks on Chart	Rank	Artist, Label	Weeks on Chart
1	HELLO, DOLLY! Beverly Hills Cop. Reg. 11 1364 (M) 12 1364 (M)	7	49	CAMELOT Atlantic Records, Columbia 88 1270 (M) 89 1291 (M)	179	104	COME DANCE TO THE HITS Sonny & Cher, RCA 88 1400 (M) 88 1400 (M)	83
2	HELLO, DOLLY! Beverly Hills Cop. Reg. 11 1364 (M) 12 1364 (M)	7	50	ALLAN IN WONDERLAND Atco Records, Warner Bros. 88 1430 (M) 88 1430 (M)	12	85	THE NEW CRISTAL MINSTRELS Columbia 88 1470 (M) 88 1470 (M)	6
3	FUNNY GIRL Beverly Hills Cop. Reg. 11 1364 (M) 12 1364 (M)	7	51	SWEET & SOUR Polygram 88 1480 (M) 88 1480 (M)	15	68	NEW YORK WONDERLAND Atco Records, Warner Bros. 88 1470 (M) 88 1470 (M)	6
4	THE BEATLES' SECOND ALBUM Capitol 7 2164 (M) 17 2000 (M)	10	52	TENDER IS THE NIGHT Atlantic, Polygram, Mercury 88 1480 (M) 88 1480 (M)	20	102	THE ROLLING STONES Atlantic 88 1470 (M) 88 1470 (M)	2
5	BARBRA STREISAND THE THIRD ALBUM Columbia 12 2154 (M) 12 2004 (M)	18	53	GLORIA, MARTY & STRINGS Capitol 88 1470 (M) 88 1470 (M)	19	98	THE MOTOWN REVUE, VOL. 2 Atco Records, Warner Bros. 88 1470 (M) 88 1470 (M)	5
6	COTTON CANDY Capitol 88 1470 (M) 88 1470 (M)	6	54	ENCORE Capitol 88 1470 (M) 88 1470 (M)	19	99	PAINTED, TAINTED ROSE Atco Records, Warner Bros. 88 1470 (M) 88 1470 (M)	38
7	CALL ME IRRESPONSIBLE AND OTHER HIT SONGS Capitol 88 1470 (M) 88 1470 (M)	6	55	JOAN BAEZ IN CONCERT Capitol 88 1470 (M) 88 1470 (M)	88	101	MEET THE TEMPTATIONS Capitol 88 1470 (M) 88 1470 (M)	76
8	HONEY IN THE HORN Capitol 88 1470 (M) 88 1470 (M)	41	56	PETER, PAUL & MARY Capitol 88 1470 (M) 88 1470 (M)	114	102	MOVING Capitol 88 1470 (M) 88 1470 (M)	55
9	TODAY, TOMORROW, FOREVER Capitol 88 1470 (M) 88 1470 (M)	22	57	DAWN (Go Away) AND 11 OTHER GREAT SONGS Capitol 88 1470 (M) 88 1470 (M)	14	113	I LOVE YOU BECAUSE Capitol 88 1470 (M) 88 1470 (M)	55
10	GLAD ALL OVER Capitol 88 1470 (M) 88 1470 (M)	12	58	TRINI LOPEZ ON THE MOVE Capitol 88 1470 (M) 88 1470 (M)	12	114	LILIES OF THE FIELD Capitol 88 1470 (M) 88 1470 (M)	53
11	THE PINK PANTHER Capitol 88 1470 (M) 88 1470 (M)	12	59	MARY WELLS AND MARVIN GAYE TOGETHER Capitol 88 1470 (M) 88 1470 (M)	7	115	THE JAMES BROWN SHOW Capitol 88 1470 (M) 88 1470 (M)	53
12	SOMETHING SPECIAL FOR YOUNG LOVERS Capitol 88 1470 (M) 88 1470 (M)	13	60	FROM RUSSIA WITH LOVE Capitol 88 1470 (M) 88 1470 (M)	74	116	MARVIN GAYE GREATEST HITS Capitol 88 1470 (M) 88 1470 (M)	53
13	CETZ/CILBERTO Capitol 88 1470 (M) 88 1470 (M)	13	61	MONDO CANE Capitol 88 1470 (M) 88 1470 (M)	50	117	WHEN LIGHTS ARE LOW Capitol 88 1470 (M) 88 1470 (M)	399
14	TODAY Capitol 88 1470 (M) 88 1470 (M)	14	62	RING OF FIRE THE BEST OF JOHNNY CASH Capitol 88 1470 (M) 88 1470 (M)	49	118	MY FAIR LADY Capitol 88 1470 (M) 88 1470 (M)	3
15	THE SECOND BARBRA STREISAND ALBUM Capitol 88 1470 (M) 88 1470 (M)	22	63	WE SHALL OVERCOME Capitol 88 1470 (M) 88 1470 (M)	29	119	LET'S HAVE A PARTY Capitol 88 1470 (M) 88 1470 (M)	3
16	INTRODUCING THE BEATLES Capitol 88 1470 (M) 88 1470 (M)	21	64	MARY WELLS GREATEST HITS Capitol 88 1470 (M) 88 1470 (M)	5	120	MORE THEMES FOR YOUNG LOVERS Capitol 88 1470 (M) 88 1470 (M)	5
17	SHUT DOWN, VOL. 2 Capitol 88 1470 (M) 88 1470 (M)	21	65	SHOWTIME Capitol 88 1470 (M) 88 1470 (M)	108	121	THE WONDERFUL WORLD OF ANNY WILLIAMS Capitol 88 1470 (M) 88 1470 (M)	23
18	WHO'S AFRAID OF VIRGINIA WOOLF? Capitol 88 1470 (M) 88 1470 (M)	11	66	JOHNNY RIVERS AT THE WHISKEY A GO GO Capitol 88 1470 (M) 88 1470 (M)	2	122	RITA PAVONE Capitol 88 1470 (M) 88 1470 (M)	1
19	KISSIN' COUSINS Capitol 88 1470 (M) 88 1470 (M)	12	67	LIVING A LIE Capitol 88 1470 (M) 88 1470 (M)	21	123	DANCE DISCOQUE Capitol 88 1470 (M) 88 1470 (M)	1
20	MEET THE SEARCHERS/NEEDLES AND PINS Capitol 88 1470 (M) 88 1470 (M)	12	68	I WISH YOU LOVE Capitol 88 1470 (M) 88 1470 (M)	73	124	AMERICA, I HEAR YOU SINGING Capitol 88 1470 (M) 88 1470 (M)	5
21	SHANGHAI Capitol 88 1470 (M) 88 1470 (M)	19	69	GREAT VOICES OF THE 1950S Capitol 88 1470 (M) 88 1470 (M)	4	125	HER JOY, HER SONGS Capitol 88 1470 (M) 88 1470 (M)	12
22	THE SERENDIPITY SINGERS Capitol 88 1470 (M) 88 1470 (M)	17	70	THE EVER-ENDING IMPRESSIONS Capitol 88 1470 (M) 88 1470 (M)	52	126	BUTCH CASH Capitol 88 1470 (M) 88 1470 (M)	17
23	IT MUST HAVE BEEN SOMETHING I SAID Capitol 88 1470 (M) 88 1470 (M)	6	71	GHARADE Capitol 88 1470 (M) 88 1470 (M)	12	127	REFLECTIONS Capitol 88 1470 (M) 88 1470 (M)	17
24	RELAUNCE AT THE GREEN THEATRE Capitol 88 1470 (M) 88 1470 (M)	140	72	THE ITALIAN VOICE OF AL MARTINO Capitol 88 1470 (M) 88 1470 (M)	10	128	LITTLE CHILDREN Capitol 88 1470 (M) 88 1470 (M)	122
25	WEST SIDE STORY Capitol 88 1470 (M) 88 1470 (M)	63	73	THERE I SAID IT AGAIN Capitol 88 1470 (M) 88 1470 (M)	22	129	GURB YOUR TONGUE, KNAVE! Capitol 88 1470 (M) 88 1470 (M)	29
26	DAYS OF WINE AND ROSES Capitol 88 1470 (M) 88 1470 (M)	12	74	LAWRENCE OF ARABIA Capitol 88 1470 (M) 88 1470 (M)	70	130	MOMS MABLEY OUT ON A LIMB Capitol 88 1470 (M) 88 1470 (M)	18
27	LOUIE LOUIE Capitol 88 1470 (M) 88 1470 (M)	24	75	THE MANY MOODS OF TONY MARTIN Capitol 88 1470 (M) 88 1470 (M)	5	131	THE MANY SIDES OF THE SERENDIPITY SINGERS Capitol 88 1470 (M) 88 1470 (M)	3
28	MOON RIVER & OTHER GREAT MOVIE THEMES Capitol 88 1470 (M) 88 1470 (M)	112	76	JOHNNY'S GREATEST HITS Capitol 88 1470 (M) 88 1470 (M)	321	132	COMMAND PERFORMANCES Capitol 88 1470 (M) 88 1470 (M)	3
29	THE BEATLES AMERICAN TOUR WITH ED RUBY Capitol 88 1470 (M) 88 1470 (M)	112	77	DEAD MAN'S CURVE/THE NEW GIRL IN SCHOOL Capitol 88 1470 (M) 88 1470 (M)	6	133	TALL COOL ONE Capitol 88 1470 (M) 88 1470 (M)	21
30	JACK JONES' WIVES AND LOVERS Capitol 88 1470 (M) 88 1470 (M)	27	78	DIMENSION 3 Capitol 88 1470 (M) 88 1470 (M)	92	134	CALL ME IRRESPONSIBLE AND THE JACK JONES HITS Capitol 88 1470 (M) 88 1470 (M)	2
31	CATCH A RISING STAR Capitol 88 1470 (M) 88 1470 (M)	34	79	THE SINGING NU Capitol 88 1470 (M) 88 1470 (M)	34	135	THE LUTHERIN LOOK AT LOVE Capitol 88 1470 (M) 88 1470 (M)	2
32	BACK IN TOWN Capitol 88 1470 (M) 88 1470 (M)	9	80	THE SINGLES SINGERS GO BAROQUE Capitol 88 1470 (M) 88 1470 (M)	5	136	THE BEATLES' SONG BOOK Capitol 88 1470 (M) 88 1470 (M)	1
33	MANHATTAN TOWN Capitol 88 1470 (M) 88 1470 (M)	9	81	SINATRA'S SINATRA Capitol 88 1470 (M) 88 1470 (M)	39	137	I LOVE YOU MORE AND MORE EVERY DAY, TEARS AND ROSES Capitol 88 1470 (M) 88 1470 (M)	17
34	IN THE WIND Capitol 88 1470 (M) 88 1470 (M)	36	82	RAMBLIN' Capitol 88 1470 (M) 88 1470 (M)	103	138	THE THING THAT MAKES US RUN Capitol 88 1470 (M) 88 1470 (M)	17
35	DAYS OF WINE AND ROSES, MOON RIVER AND OTHER ACADEMY AWARD WINNERS Capitol 88 1470 (M) 88 1470 (M)	12	83	CHUCK BERRY'S GREATEST HITS Capitol 88 1470 (M) 88 1470 (M)	4	139	WHITE ON WHITE Capitol 88 1470 (M) 88 1470 (M)	3
36	I'LL SEARCH MY HEART Capitol 88 1470 (M) 88 1470 (M)	3	84	PETE FOUNTAIN'S NEW ORLEANS AT MIDNIGHT Capitol 88 1470 (M) 88 1470 (M)	86	140	HOW THE WEST WAS WON Capitol 88 1470 (M) 88 1470 (M)	63
37	REFLECTIONS Capitol 88 1470 (M) 88 1470 (M)	13	85	ROY ORBISON'S GREATEST HITS Capitol 88 1470 (M) 88 1470 (M)	96	141	SOL SERENADE Capitol 88 1470 (M) 88 1470 (M)	3
38	THE CLARK EVANS FIVE RETURN! Capitol 88 1470 (M) 88 1470 (M)	2	86	FOREVER Capitol 88 1470 (M) 88 1470 (M)	97	142	WISH SOMEONE WOULD CARE Capitol 88 1470 (M) 88 1470 (M)	1
39	AIN'T THAT GOOD NEWS Capitol 88 1470 (M) 88 1470 (M)	13	87	HIPPY HITS Capitol 88 1470 (M) 88 1470 (M)	5	143	HEAR! HEAR! Capitol 88 1470 (M) 88 1470 (M)	13
40	PURE DYNAMITE Capitol 88 1470 (M) 88 1470 (M)	18	88	TODAY'S ROMANTIC HITS FOR LOVERS VOL. 2 Capitol 88 1470 (M) 88 1470 (M)	4	144	WHAT MAKES A MAN RUN? Capitol 88 1470 (M) 88 1470 (M)	2
41	TRINI LOPEZ AT 21 Capitol 88 1470 (M) 88 1470 (M)	15	89	HOLLYWOOD—MY WAY Capitol 88 1470 (M) 88 1470 (M)	4	145	PRESENTING: THE BAGGELS Capitol 88 1470 (M) 88 1470 (M)	1
42	TOM JONES Capitol 88 1470 (M) 88 1470 (M)	15	90	SUSPICION! Capitol 88 1470 (M) 88 1470 (M)	81	146	FOREVER Capitol 88 1470 (M) 88 1470 (M)	1
43	YESTERDAY'S LOVE SONGS—TODAY'S BLUES Capitol 88 1470 (M) 88 1470 (M)	23	91	OLIVER Capitol 88 1470 (M) 88 1470 (M)	67	147	THE DUSTY SPRINGFIELD ALBUM Capitol 88 1470 (M) 88 1470 (M)	27
44	BACH'S GREATEST HITS Capitol 88 1470 (M) 88 1470 (M)	36	92	JOAN BAEZ IN CONCERT, PART 2 Capitol 88 1470 (M) 88 1470 (M)	87	148	THE NEW SOUND FROM LONDON Capitol 88 1470 (M) 88 1470 (M)	1
45	EARLY HITS OF 1964 Capitol 88 1470 (M) 88 1470 (M)	12	93	ROOTS RANDOLPH'S YAKETY SAK Capitol 88 1470 (M) 88 1470 (M)	16	149	BILL COY IS A VERY FUNNY FELLOW, RIGHT Capitol 88 1470 (M) 88 1470 (M)	6
46	I LEFT MY HEART IN SAN FRANCISCO Capitol 88 1470 (M) 88 1470 (M)	104	94	ALWAYS IN MY HEART Capitol 88 1470 (M) 88 1470 (M)	117	150	ROGER AND OUT Capitol 88 1470 (M) 88 1470 (M)	1

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY
FOR WEEK ENDING 6/27/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	MY HEART SKIPS A BEAT Buck Owens, Capitol 5136	14
2	2	BURNING MEMORIES Ray Price, Columbia 4297	16
3	4	TOGETHER AGAIN Buck Owens, Capitol 5136	13
4	3	WINE, WOMAN AND SONG Loretta Lynn, Decca 3163	9
5	6	MEMORY #1 Wade Martin, Decca 3167	6
6	5	SORROW ON THE ROCKS Porter Wagoner, RCA Victor 8330	10
7	10	CIRCUMSTANCES Bitty Waters, Columbia 42010	10
8	8	KEEPING UP WITH THE JONESES Morgie Singleton & Faron Young, Mercury 7237	16
9	7	UNDERSTAND YOUR MAN Johnny Cash, Columbia 4754	19
10	9	LOVE IS NO EXCUSE Jim Reeves & Dottie West, RCA Victor 8324	14
11	15	CONNA GET ALONG WITHOUT YOU NOW Shirley Dinsdale, RCA Victor 8347	7
12	13	LOOKING FOR MORE IN '64 Jim Nabbit, Chart 1065	15
13	14	INVISIBLE TEARS Nad Miller, Faber 128	10
14	27	DANG ME Roger Miller, Smash 1881	4
15	11	WELCOME TO MY WORLD Jim Reeves, RCA Victor 8326	23
16	18	THEN I'LL STOP LOVING YOU Browns, RCA Victor 8348	7
17	20	THIS WHITE CIRCLE ON MY FINGER Kitty Wells, Decca 3169	22
18	24	SECOND FIDDLE (To an Old Guitar) Jean Shepard, Capitol 5167	5
19	44	THE COWBOY IN THE CONTINENTAL SUIT Marty Robbins, Columbia 42007	2
20	33	TAKE MY RING OFF YOUR FINGER Curt Smith, Columbia 42003	2
21	12	BALTIMORE Sammy Davis, Capitol 5120	14
22	16	PICK OF THE WEEK Roy Drusky, Mercury 7265	8
23	19	I'M HANGING UP THE PHONE Carl Butler & Pearl, Columbia 42002	4
24	22	WALKIN', TALKIN', CRYIN' BARELY BEATIN' BROKEN HEART Johnny Wright & The Tennessee Mountain Boys, Decca 3193	5
25	23	KEEP THOSE CARDS AND LETTERS COMING IN Johnny & Janie Mobley, Columbia 42005	8
26	47	WHERE DOES A LITTLE TEAR COME FROM George Jones, United Artists 724	2
27	31	MY BABY WALKS ALL OVER ME Johnny Sea, Philips 40164	6
28	17	BREAKFAST WITH THE BLUES Mark X, RCA Victor 8329	12
29	21	FOLLOWED CLOSELY BY MY TEARDROPS Mickie Locklin, RCA Victor 8318	13
30	29	SLIPPING AROUND Marion Jones, RCA Victor 8320	8
31	50	I DON'T LIKE YOU ANYMORE Charles Louvin, Capitol 5173	1
32	28	PASSWORD Kitty Wells, Decca 3162	1
33	42	I LOVE TO DANCE WITH ANNIE Ernest Ashworth, Mercury 1265	1
34	34	PUT YOUR ARMS AROUND HER Herman Jean, RCA Victor 8328	1
35	37	BE BETTER TO YOUR BABY Ernest Tubb, Decca 3164	1
36	26	UNDERSTAND YOUR GAL Herge Brown, Decca 3160	1
37	35	TIMBER I'M FALLING Ferin Husky, Capitol 5111	1
38	38	I'VE THOUGHT OF LEAVING YOU Kitty Wells, Decca 3162	1
39	45	EASY COME—EASY GO Bill Anderson, Decca 3157	1
40	36	THE VIOLET AND A ROSE Wanda Jackson, Capitol 5162	1
41	39	THE FIRST STEP DOWN Bob Jennings, Simo 161	1
42	25	CHICKASAW David Houston, Epic 958	1
43	—	I'M A WALKIN' ADVERTISEMENT (For the Blues) Marion Jones, RCA Victor 8327	1
44	40	I CAN STAND IT (As Long as She Can) Stu Phillips, Decca 3161	1
45	32	SAGINAW MICHIGAN Lafayette, Columbia 42024	1
46	41	WHEN THE WORLD'S ON FIRE Timmons Frank Sinatra, Starday 275	1
47	43	NOT MY KIND OF PEOPLE Shirley Jackson, Columbia 42011	1
48	45	SAM HILL Marion Reynolds, Tally 178	1
49	49	BE QUIET MISS Oh! Stephens, Republic 5772	1
50	46	YOU TOOK HIM OFF MY HANDS Marion Jones, Columbia 42009	1



McAuliff on Overseas Trek

LONDON — Leon McAuliff and his Cimarron Boys Thursday (18) began a 10-day tour of U. S. military bases in England, to be followed by a similar stint in France and Germany starting June 29 and running through July 4. McAuliff and his lads play for the U. S. military in Spain July 5-11, and then return to the United States for a five-day stand at the Old Town Supper Club, Rapid City, S. D., starting July 15.

The McAuliff aggregation will again be featured at the Frontier Days Celebration at Cheyenne, Wyo., July 20-25 to be followed by a week's return engagement at the Golden Nugget, Las Vegas, beginning July 30. They follow that with the Commercial Hotel, Elko, Nev., Aug. 10-19; Panther Hall, Fort Worth, 22, and Longhorn Ranch, Dallas, 23.

Victor Exes Case Nashville Operation

NASHVILLE — Three of RCA Victor's top executives from the international division flew into Nashville Monday (15) to see how country music records are produced. With them came A. G. J. McGrath, president of the Teal Record Company of South Africa.

The executives making the trip were Dario Soria, vice-president of the International Department; Peter Baumburger, of Geneva, Switzerland; a Victor vicep, and Pat Campbell, of RCA Victor, London.

The group was met at the airport by Chet Atkins, who conducted them to a tour of Music City U. S. A. and introduced them to Victor's Nashville-based artists.

Boyle Opens Park

CANTON, Ohio — Bobby Boyle, Akron deejay and Bryte-Ras Records artist, will Sunday (14) begin operation of Bob's Lake Country Music Park here, with Jimmie Skinner plus Bobby and his band, the Brice-Stran Ramblers, the chief attractions. At least two country music turns will be highlighted each week, Boyle says. Several talent contests are also planned for the summer, according to Boyle, with winners getting a year's contract on the Brice-Stran label.

KDAV 'Opportunity' Contest Pans Out a Huge Success

LUBBOCK, Tex. — KDAV's month-long "Grand Old Opportunity" contest, to celebrate the station's return to an all-country format, panned out a huge success, according to Station Manager Hal Ragan, who says that literally thousands of KDAV listeners signed up at the various sponsors' locations where the "KDAV Grand Old Opportunity" banner was displayed.

In the contest, KDAV invited listeners to sign up for a week's vacation in Nashville with all expenses paid, including the use of a new air-conditioned Pontiac, money for meals, lodging at Holiday Inns to and fro, free lodging at the Capitol Park Inn in Nashville, tickets to the "Grand Old Opry" and a bus

tour of the stars' homes in the Nashville area. The deal covered a family of four. Winner was Chester Short, a telephone company employee, and his family. Drawing was held in the showroom of Quinn-Connolly, local Pontiac dealer.

KDAV plans to hold a listener-participation-type promotion each month, Ragan says. He reports further that, since returning to a 100 per cent country music format, the station's billing over a three-month period has increased 70 per cent.

On June 25 KDAV is presenting a "Grand Old Opry" show at Municipal Auditorium here, starring Faron Young, Ferlin Husky, Porter Wagoner, Norma Jean and Neil Merritt.

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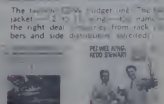
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HITS OF THE WORLD

AUSTRALIA

(Country Music Maker, Sydney)

*Denotes local origie

- This Week
1 1 POISON IVY—Bibi Thorpe & the Arctics (Linda Lee)
2 2 ROCK AROUND THE CLOCK—Bill Haley & his Comets (Festivals)—Southern
3 3 TELL IT ON THE MOUNTAIN—Peter, Paul & Mary (Warner Bros.)—Allan
4 4 MEMORIES ARE MADE OF THIS—Kathy McCormack (RCA)—Alberts
5 5 RISE AND FALL OF FINGLEME—Cilla Black (Parlophone)—Belinda
6 6 I WOULDN'T HAVE IT ANY OTHER WAY—Jamie Mahar (London)
7 7 CAN'T BUY ME LOVE—The Beatles (Parlophone)—Leeds
8 8 YOU'RE MY WORLD—Cilla Black (Parlophone)—Belinda
9 9 A WORLD WITHOUT LOVE—Peter and Gordon (Columbia)—Leeds
10 10 ALL MY LOVING—The Beatles (Parlophone)—Leeds
11 11 MY BOY LOLLIPPO—Mills (Phillips)—Flamingo Music
12 12 BOYS—The Beatles (Parlophone)—Leeds
13 13 VIVA LAS VEGAS—Elvis Presley (RCA)—Belinda
14 14 DON'T LET THE SUN WATCH YOU CRYING—Gerry & the Pacemakers (Columbia)—Leeds
15 15 SUSPICION—Terry Stafford (London)—Belinda

BRITAIN

(Country New Musical Express, London)

*Denotes local origie

- This Week
1 1 YOU'RE MY WORLD—Cilla Black (Parlophone)—Aberbach
2 2 IT'S OVER—Roy Orbison (London)—Acuff-Rose
3 3 NO PARTICULAR PLACE TO GO—Chuck Berry (Fry Int'l)—Jewel Music
4 4 HERE I GO AGAIN—Hollies (Parlophone)—Belinda Music
5 5 JULIET—Four Pennies (Phillips)—Flamingo Music
6 6 MY GUY—Mary Wells (Stateside)—Belinda Music
7 7 SOMEONE—Brian Poole and the Tremelos (Decca)—Burlington Music
8 8 THE RISE AND FALL OF FINGLEME BUNT—Shadows (Columbia)—Shadows-Belinda
9 9 CONSTANTLY—Chir Richard (Columbia)—World Wide/Bem
10 10 HELLO, DOLLY—Louis Armstrong (London)—Chappell
11 11 MY BOY LOLLIPPO—Mills (Phillips)—Chappell
12 12 RAMONA—Bachelors (Decca)—Frank, Day & Hunter
13 13 SHOUT—Tina Turner and the Layn (Decca)—Wesner
14 14 A LITTLE LOVING—Fourtune (Parlophone)—Jasp Music
15 15 WALK ON BY—Dionne Warwick (Fry Int'l)—J Spill
16 16 NON HO L'ETA AMARTI—Giulio Cingotti (Decca)—Chappell
17 17 YOU'RE NO GOOD—Swinging Blue Jeans (HMV)—E.H. Morris
18 18 I WILL—Bibi Fry (Decca)—Bem Music
19 19 I LOVE YOU BECAUSE—Jim Reeves (RCA)—Bourne Music
20 20 HELLO, DOLLY—Frankie Vaughan (Phillips)—Chappell
21 21 NOROXY I KNOW—Peter and Gordon (Columbia)—Northern Songs, Ltd.
22 22 WANT YOU TO SEE THAT SHE'S MINE—Dave Clark Five (Columbia)—Ardmore & Beachwood
23 23 DON'T LET THE RAIN COME DOWN—Helen Hinton (HMV)—Ardmore & Beachwood
24 24 I LOVE YOU BABY—Freddie and the Dreamers (Columbia)—Shelvin Music
25 25 AIN'T SHE SWEET—Bealettes (Frost)—Lawrence Wright
26 26 YOU'RE THE ONE—Kathy Kirby (Decca)—Latin American Music

- 27 NEAR YOU—Mud Fire (Fry) Bregman, Vocco & Ziegler—Roco Grams (Mongoose)—Dacapo
28 I DON'T THROW YOUR LOVE AWAY—Searchers (Fry)—Webbs Music
29 I LOVE BEING IN LOVE WITH YOU—Adam Faith (Parlophone)—Freddie Ford
30 SUSPICION—Terry Stafford (London)—Hill & Range

CHILE

(Country Evening Press, Dublin)

*Denotes local origie

- This Week
1 1 AMARADITOS—Los Cuatro Cuantos (Demons)—Argento
2 2 NON HO L'ETA—Giulio Cingotti (Festival)
3 3 UNA LACRIMA SUL VISO—Bobby Solo (Festival)
4 4 DES QUE LE PRINTEMPS SEVEN—Hugues Aufray (Barclay)
5 5 A PRESENT TU PEUX TEN ALLER—Richard Anthony
6 6 ENFANTS DE TOUTS PAYS—Enrico Macias (Polygram)
7 7 LA PLUS BELLE POUR ALLER D'ANSER—Myrta Varas (RCA)
8 8 LES BONBONS—Jacques Brel (Barclay)
9 9 E CHANT DE MALLORY—Rachet (Barclay)
10 10 ANYONE WHO HAD A HEART—Dionne Warwick (Vogue)

EIRE

(Country Evening Press, Dublin)

*Denotes local origie

- This Week
1 1 IT'S OVER—Roy Orbison (London)—Acuff-Rose
2 2 LIVERPOOL LOU—Domestic Bachelors (Pecadilly)—Aberbach
3 3 YOU'RE MY WORLD—Cilla Black (Parlophone)—Aberbach
4 4 JULIET—Four Pennies (Phillips)—Flamingo
5 5 BLESS YOU—Royal Showband (HMV)—Ned Gey
6 6 FALL EN STARS—Cadea (Columbia)—Thames Music, Ltd.
7 7 NON HO L'ETA PER AMARTI—Giulio Cingotti (Decca)—Chappell
8 8 MY BOY LOLLIPPO—Mills (Phillips)—Chappell
9 9 CONSTANTLY—Chir Richard (Columbia)—World Wide
10 10 I'M YOURS—Maurice Showband (Piccadilly)—J Spill

FINLAND

(Country Juke Box Magazine)

*Denotes local origie

- This Week
1 1 ALL MY LOVING—The Beatles (Parlophone)
2 2 PUUREN KANGAS LAULAA—Kari-Melena (Parlophone)
3 3 NON HO L'ETA—Giulio Cingotti (Festival)
4 4 CAN'T BUY ME LOVE—The Beatles (Parlophone)
5 5 TANDET MEREN YLLA—Beno Tajmala (Scandia)
6 6 HIPPI HIPPI SHAKE—The Swinging Blue Jeans
7 7 EAST VIRGINIA—Danny & the Islanders (Scandia)
8 8 VIVA LAS VEGAS—Elvis Presley (RCA)
9 9 I'M THE LONELY ONE—Cliff Richard (Scandia)
10 10 TANGO ANNALLE—Eino Goro (Scandia)

FLEMISH BELGIUM

(Country Juke Box Magazine)

*Denotes local origie

- This Week
1 1 DRAAI 97304—Hil Tura (Festivals)—Southern
2 2 NON HO L'ETA PER AMARTI—Giulio Cingotti (Show)—Jasp Music
3 3 QUAND LES ROSES—Adamo (Festivals)—Ardmore & Beachwood
4 4 DICHT BIJ JOU CHERIE—Lenny Lay (Polygram)—Ardmore & Beachwood
5 5 CAN'T BUY ME LOVE—The Beatles
6 6 PRES DE MI REVIERE—Robert Cohn (Phillips)—World-Primera
7 7 HEY BOBBY NEEDLE—Chubby Checker (Cameo)

- 8 8 I DU SCHWARZER ZIGELNER—Roco Grams (Mongoose)—Dacapo
9 9 JAILER BRING ME WATER—Bobby Solo (Festival)
10 10 TRISTE (Reptile)—Bobby Solo (Festival)
11 11 SUSPICION—Elvis Presley (RCA)—Belinda Music
12 12 CON TE SULLA SPIAGGIA—Nino Fidencio (RCA)
13 13 UNA LACRIMA SUL VISO—Bobby Solo (RCA)
14 14 RITORENA—Gene Piny (RCA)
15 15 CREDA A ME—Bobby Solo (RCA)
16 16 SCRIVI—Rita Pavone (RCA)

FRANCE

(Country UTMATYIC, Tokyo)

*Denotes local origie

- This Week
1 1 MA PATRIE—Enrico Macias (Festivals)
2 2 NON HO L'ETA—Giulio Cingotti (Festival)
3 3 UNA LACRIMA SUL VISO—Bobby Solo (Festival)
4 4 DES QUE LE PRINTEMPS SEVEN—Hugues Aufray (Barclay)
5 5 A PRESENT TU PEUX TEN ALLER—Richard Anthony
6 6 ENFANTS DE TOUTS PAYS—Enrico Macias (Polygram)
7 7 LA PLUS BELLE POUR ALLER D'ANSER—Myrta Varas (RCA)
8 8 LES BONBONS—Jacques Brel (Barclay)
9 9 E CHANT DE MALLORY—Rachet (Barclay)
10 10 ANYONE WHO HAD A HEART—Dionne Warwick (Vogue)

HONG KONG

(Country UTMATYIC, Tokyo)

*Denotes local origie

- This Week
1 1 ROSEMARIE—Pat Boone (Dino)
2 2 I SAW HER STANDING THERE—The Beatles (Parlophone)
3 3 MOVE OVER DARLING—Doris Day (CBS)
4 4 WRONG FOR EACH OTHER—Andy Williams (Columbia)
5 5 VIVA LAS VEGAS—Elvis Presley (RCA Victor)
6 6 LITTLE PLANET SHELL—The Fabulous Echoes (Diamond)
7 7 CAN'T BUY ME LOVE—The Beatles (Parlophone)
8 8 KISSIN' COUSINS—Elvis Presley (RCA Victor)
9 9 NON HO L'ETA—Giulio Cingotti (Diamond)
10 10 WAIT AND SEE—The Fabulous Echoes (Diamond)

HUNGARY

(Country UTMATYIC, Tokyo)

*Denotes local origie

- (All recordings on the Quailion Label)
This Week
1 1 CAMPING TWIST—János Kócs—Edito Musica
2 2 MINDEN ORSZÁK VARGA—Lehel Nemeth—Edito Musica
3 3 INGOVANY—Vren Posta—Edito Musica
4 4 O SOLE MIO—Gorge Korda—Edito Musica
5 5 QUARDA CON ME—DONDOLO—János Kócs—Alta Edizione Musicale
6 6 SEZEP REGI TANGO—Hungarian version of Tango Italiano—Katalin Szalai—Edito Musica
7 7 MERT JARSI ALMIK—UTAN—Katalin Szalai—Edito Musica
8 8 NALAM MINDEN A REGI MARADT—Vico Tarras—Edito Musica
9 9 EXODUS—Lehel Nemeth—Chappell & Co.
10 10 TOTAGAS—Kék Csillag Combo

ITALY

(Country Music & Dance, Milan)

*Denotes local origie

- This Week
1 1 E L'UOMO PER ME—Mims (RCA)
2 2 CIN CIN—Richard Anthony (Columbia)
3 3 EH GIA—La Ragazza del Cine (Cin)
4 4 ANGELITA DI ANZIO—Marcello Ferla (Durum)
5 5 CITA' VOI—Missa (Ri-Fi)
6 6 IL PROBLEMA PIU' IMPORTANTE—Adriano Celentano (Cin)
7 7 SHE LOVES YOU—Beatles (Parlophone)
8 8 IN CINCIO DA TE—Giuseppe Morandi (RCA)
9 9 LA NOTTE E FATTA PER AMARE—Neri Sedda (RCA)
10 10 AMORE SCUSAMI—John Foster (Skye)

- 11 9 CON TE SULLA SPIAGGIA—Nino Fidencio (RCA)
12 8 UNA LACRIMA SUL VISO—Bobby Solo (RCA)
13 14 RITORENA—Gene Piny (RCA)
14 15 CREDA A ME—Bobby Solo (RCA)
15 16 SCRIVI—Rita Pavone (RCA)

JAPAN

(Country UTMATYIC, Tokyo)

*Denotes local origie

- This Week
1 1 TOKYO BLUES—Nahida Sashio (Polygram)—JASRAC
2 2 KIMI DAKE O—Sungo Teruhiko (Crown)—JASRAC
3 3 SASURAI—Kasumi Shigeru (Tohsho)—JASRAC
4 4 SUGATA SANSHIRO—Mamoru Hara (Columbia)—JASRAC
5 5 VIVA LAS VEGAS—Elvis Presley (Victory)—Aberbach
6 6 I WANT TO HOLD YOUR HAND—The Beatles (Columbia)—Tohsho
7 7 SAVE THE LAST DANCE FOR ME—Kishio Tsubaki (Tohsho)—Aberbach
8 8 SHORT ON LOVE—Guns (Polygram)—Foster
9 9 LA NOVIA—Pezzi Hayama (Kemp); Tony Dallara (Seven Seas)—Sunshine

- 10 10 WHERE HAVE ALL THE FLOWERS GONE—The Kingston Trio (Capitol)
11 11 I WISH YOU LOVE—Robert Goulet (Columbia)—Presley (RCA)—Filipinas Record Corp.
12 12 ROLL OVER BEETHOVEN—Beatles (Parlophone)—Dyst, Inc.
13 13 CRY FOR A SHADOW—Nagles (MGM)—Marica, Inc.
14 14 HAVA NAGLES—Rita Zari (Epic)—Marica, Inc.
15 15 BOYSSON VILLAR & the Boyssons (Mahabury)—RCA
16 16 FROM RUSSIA WITH LOVE—Jack Jones (Kapp)—Marica, Inc.

PHILIPPINES

(Country UTMATYIC, Tokyo)

*Denotes local origie

- This Week
1 1 LOSING YOU—Dawn Day (Columbia)—Marcon, Inc.
2 2 WHAT'D I SAY—Elvis Presley (RCA)—Filipinas Record Corp.
3 3 I WISH YOU LOVE—Robert Goulet (Columbia)—Presley (RCA)—Filipinas Record Corp.
4 4 MONEY—The Astronauts (RCA)—Filipinas Record Corp.
5 5 SUSPICION—Elvis Presley (RCA)—Filipinas Record Corp.
6 6 ROLL OVER BEETHOVEN—Beatles (Parlophone)—Dyst, Inc.
7 7 CRY FOR A SHADOW—Nagles (MGM)—Marica, Inc.
8 8 HAVA NAGLES—Rita Zari (Epic)—Marica, Inc.
9 9 BOYSSON VILLAR & the Boyssons (Mahabury)—RCA
10 10 FROM RUSSIA WITH LOVE—Jack Jones (Kapp)—Marica, Inc.

millions will see



SING
HIS
SMASH
HIT

on the
STEVE ALLEN
SHOW
JUNE 25
watch it climb the charts!

MONROE
RECORD CORP.
DETROIT, MICH.

JAZZ LINE

DISK EXPLAINS CHANGEVER

A similar type promo was highly successful in South Africa two years ago when that country converted to decimal currency. Festival selected a young Melbourne artist, Ian Turpie, to record and number, and the disk, titled "Decimal Point," is the first of more planned for future release as the changeover date approaches.

Morgana King's "With a Taste of Honey" features the vocalist with a huge orchestra, peopled by such great jazz soloists as Phil Woods, Willie Dennis, Clark Terry, Hank Jones and Dave McKenna.

"52nd Street" Various Artists (Mainstream S/6009); "Chairman of the Board" Various Artists (Mainstream S/6008); "Prez," Various Artists (Mainstream S/6012); "Era of the Clarinet," Various Artists (Mainstream S/6011); "Two Jims and Zoot," Jimmie Roney, Jim Hall and Zoot Sims (Mainstream S/6013); "Morgana King With a Taste of Honey," Morgana King (Mainstream S/6015).

BILL COSS

NEW HIT RELEASE!!

**"SHE TOOK THE RING
FROM HER FINGER."**

**"IF I HAD BELIEVED
IN YOU"**

Norman Burns & Lew Tab
Orch.

STERLING RECORDS
6 Beacon Street Boston, M.

BEN E. KING
WHAT CAN
A MAN DO

ATCO
6303

SEND US YOUR TAPE..
We do the rest!

ALL SPEEDS, ALL QUANTITIES, MACHINERS, NICKEL STAMPERS, ATTRACTIVE LABORS, PRESSINGS, PROMPT AND

SONGCRAFT

BULLOARD June 27, 1964

Concertape Packages Beethoven

THRIFTY SETS
SEMINARS

(continued)

Say You Saw It in
Billboard

INDOS MING

ay is their leader

Spinoza Joins Talmadge as Sales Chief

NEW YORK—Chris Spinoza has joined Art Talmadge's new firms, Musicor and Music & Voice Records, as national sales manager. He'll work out of the company's New York offices where he'll immediately start setting up the label's distributors throughout the country with Talmadge. In the fall, Spinoza is slated to make a number of trips to Europe and South America to arrange for the distribution of the company's product. He'll also survey the music market for recording material and masters, which the company may either lease or purchase for American distribution.

Spinoza has been a record executive and independent producer for a number of years. He also specialized in international music and foreign distribution.

Talmadge also appointed Marketing Plan Associates of Chicago, under the direction of Lerle Schirado, to handle all production and packaging of the company's product. Schirado will also supervise special premium and educational projects that are now being mapped out by Talmadge.

Fletcher on Vee Jay

HOLLYWOOD—Sam Fletcher's previous hit, "I Believe in You," recorded for RCA, will be included in the vocalist's forthcoming Vee Jay LP as a result of special permission from Victor. The LP will carry a similar title and be released within two weeks. Fletcher recently joined Vee Jay.



A HIT!
SOLE SOLE SOLE
by
SIW MALMKVIST and
UMBERTO MARCATO
Jubilee 5679

Nationally distributed thru
JAY-GEE RECORD CO., INC.
318 W. 48 St., N.Y. 36, N.Y.

RI **'JOHNNY
LOVES ME'**
by **FLORRAINE DARLIN** \$ 105
BILLBOARD SPOTLIGHT PICK
CASH BOX BEST BEY

'TOM KELLY'
by **ALEX ZANETTI** \$ 106
A DRAMATIC READING
OF AN UNUSUAL SONG
CALL YOUR NIC DISTRIBUTOR NOW

—THIS RECORD IS \$5 COMING—
—GOING \$5—
BREAKING ACROSS COUNTRY
BOBBY BLAND'S
"SHARE YOUR LOVE
WITH ME"
DUKE 377
DUKE AND PEACOCK RECORDS,
INC.
2809 Ervick St., Houston 24, Tex
OR 3-2611

FATS DOMINO
Breaking Out With a Great
New Single
• **MARY, OH MARY**
c/w
PACKIN' UP
ABC 18547

New Summer Sound . . .
**"DREAMING
 OF YOU"**
 C 325
THE DIMPLES
 THE BIG ONES ARE
 ON CAMO/PARKWAY

THE MONDOS ARE COMING

Florian Monday is their leader

50

Engineers Enter Consumer Field

By DAVID LACHENBRUCH
Contributing Editor

THERE'S A NEW VITALITY in home entertainment electronics. It's going to pay off for the industry in terms of better products, unique features, and brand-new items.

This is becoming increasingly evident at technical sessions at conferences by engineers in consumer electronics fields.

THE ENGINEER, in fact, is returning to the field of consumer electronics—and the implications for future sales are extremely significant. For years, the consumer segment has occupied the back seat in electronics engineering. There were more important engineering fields to conquer. The necessities of defense and space electronics offered greater challenges—and more significant rewards—to electronics engineers. Thus, for about 10 years, there were few really important engineering breakthroughs in home electronics field. It was during this period that American manufacturers lost the leadership in radio, when the Japanese—whose major preoccupation is with civilian goods—took over almost all of the significant innovations in this field.

There are signs that a major reversal is in prospect. It is unfortunate that those in the sales end of home entertainment products can't attend a meeting such as the Chicago Spring Reception of Broadcast and Television Receivers, sponsored by the Institute of Electrical and Electronics Engineers, where this column is being written, to listen to reports on the new products they will be given to sell within the next few years.

For many years, our preoccupation with defense and space has dictated that the overwhelming number of engineers stay out of the consumer products business. It's no coincidence that American industry lost the radio lead and developed virtually no new electronic products for the consumer during this period. Now—almost suddenly—there's new attention to the consumer segment. There are several important reasons.

FOR ONE THING, there's the very serious threat to the American home entertainment manufacturing industry from abroad. In radio, we've copied the Japanese for almost the last decade. In television, it appeared that we were rapidly losing our lead. But there's another important factor—and it's almost purely happenstance. Due to the changes in our military and space programs, the engineering shortage is rapidly being relieved. There's now room for electronics engineers to look once more at the consumer field. The third factor is the increasing importance of the consumer segment of our ever more affluent society. If worthwhile new consumer electronic products can be developed, the public will buy them. And, of course, the home entertainment retailers will sell them.

Lawrence G. Haggerty, president of Warwick Electronics, Inc., which is controlled by Sears, Roebuck, set the keynote in his address to the engineers here. He pointed out that 70 per cent of the transistor radios sold in the United States last year were made in Japan, and added: "If it weren't for our bustling economic health here in the U. S. A., and increased sales from such technologies as color TV, FM stereo, and so forth, our industry could well be in poor consumer health."

In Japan, he said, about 4,200 engineers this year will go into consumer and component industries, as compared with perhaps 400 or 500 here.

To meet this economic threat, Warwick's consumer products engineering effort this year will be "four times greater than 10 short years ago," Haggerty said. This is also true in other consumer-electronics-based companies. Said Haggerty: "The competitive threat of technology is perhaps the greatest of all to our industry."

What does all this mean to the man who sells stereo, radio and TV? The significance was brought out in the technical reports presented to this conference. These reports described new products which not only will make the American electronics industry more competitive on the U. S. and world markets, but will make home entertainment retailers more competitive against those who seek outdoor motor swimming pools, trips to Europe and other rivals for the consumer dollar.

What were the trends at this consumer product engineering conference? Perhaps in inverse proportion to importance, this was how we saw them: There's the galloping transistorization of linecord radios and phonographs. Photo transistorization will be complete within a year. The table and clock radios are next. Transistors are beginning to have economic advantages, as well as the advantages of more attractive design possibilities and virtual freedom from the necessity of repair. Within the next year, the majority of plug-in radios may well be transistorized. This means better products, new selling points.

THIS CONFERENCE saw history's first consumer electronics panel on integrated circuits. The consensus was that within very few years, this new military and space technology would be applied to home products. An integrated circuit is a tiny chip of semiconductor material which performs all the functions of many discrete components. The application of integrated circuitry to consumer electronics can bring such developments as a radio built into a ring for a lady's finger, a phonograph amplifier entirely built into the pickup cartridge of the changer, three-way radios which are replaced instead of repaired, and—perhaps best of all—television and stereo which can be built at low enough cost to provide a decent profit margin at all levels of the trade, while still being cheap enough to beat foreign competition.

The conference heard a progress report from Marvin Camras of the IIT Research Institute—perhaps the nation's foremost expert on magnetic recording—on the imminence of a brand-new home entertainment product—the home video tape recorder. The IIT unit includes four tubes and one transistor, and, according to Camras, can eventually be sold at about the same price as an audio recorder of comparable quality—which means a range of models from about \$100 to \$500.

IT FEELS GOOD to have the engineers really working for us again. In the last 12 years, the consumer electronics industry has seen only four major new-product developments: color TV, the stereo phonograph and recorder, FM stereo, and gradual transistorization. If the re-emphasis on consumer products engineering continues and accelerates, we can expect to see four or five times as many new products to intrigue our customers in the next 12 years.

Irvin C. Renier Is Dead at 75

DUBUQUE—Irvin C. Renier, 75, retired operator of the TV-Stereo-Record division of Renier's, died recently following a heart attack in his Dubuque, Iowa, home.

Renier was started in 1899, when Renier's mother sold sewing machines from a horse-drawn wagon. Later a store was established, selling pianos and phonographs—the latter with such brand names as Brunswick, Victor and Edison. In the 1920's and operator entered the radio field, both wholesale and retail. Since 1947 Renier's son, Jim, has operated the TV-Stereo-Record division. Recently a new store was opened here, the inventory of which included pianos, organs and hand instruments in addition to records. There are branches in Iowa and Omaha.

Phono-Tape

BEST SELLING

PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of recording outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point calculations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN \$401 and \$500

POSITION		BRAND	% OF TOTAL POINTS
This Issue	3/28/64		
1	1	Magnavox	50.2
2	3	Fisher	9.4
3	5	General Electric	8.1
4	2	RCA Victor	7.1
5	5	Zenith	6.1
6	4	Motolord	3.9
		Others	15.2

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. This does not indicate that the above ranking applies for any particular other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parentheses.

3/28/64 Issue: Cyrus-Mothes (4); Pilot (6).

12/14/63 Issue: Pilot (6).

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and for advertisement providing details of the promotion. Please consult these for full information.

COPIES—Expires June 26, 1964. Started April 16, 1964. Chad Mitchell Trio (CP-411, SCP 4111)—Buy three, get one free. First of catalog.

PHILIPS—Expires June 30, 1964. Started May 15, 1964. One free 10th Anniversary Album by 1 Music with the purchase of any 10 Philips classics. Dealer receives normal markup on the retail special of \$1 of classical catalog.

AUDIO LAB—Expires July 31, 1964. Started May 1, 1964. Buy six records and get one free on entire Country and Western catalog—microphone and stereo.

KING—Expires July 31, 1964. Started May 1, 1964. Buy six records and get one free on entire Country and Western catalog—microphone and stereo.

NOODS—Expiration indefinite. Started May 23, 1964. Buy five, get one free on all Comedy Records.

GATEWAY—Expiration indefinite. Started March 13, 1964. Two free records for every 10 purchased in series 1100, 1200, 1400, 1600. Buy one record for every 10 purchased in series 2000, 7000, 8000, 9000 with the exception of 9001 and 9003—buy 10 get two free.

ColumbiaBowsLine

Continued from page 3

AM model retails for \$24.95. The 10-transistor model covers both AM and FM and has a telescopic rotating antenna. It is priced at \$39.95. The 12-tube AM-FM models are priced at \$59.95 and \$79.95. On the higher priced model, push-button controls are provided for band selection and tone. A telescopic antenna is utilized for FM and short wave.

Two tape recorders were also introduced. The model retailing at \$79.95 is AC operated, has two speeds, six-inch speaker and glass cover for play on five-inch reel. The case is wood and a level indicator, pilot light and input and output jacks are provided. The \$99.95 model is solid state and operates on AC

current with three speeds. It can use three, five or seven-inch reels and has tape level indicator, counter, pilot light and a wood case. Both models include a dynamic microphone.

Routh Buys Shop

KANSAS CITY, Mo.—John Routh, prominent in music circles the last 20 years and former owner of the Toon Shop music store here, has acquired the Landing Toon Shop at 1000 Meyer Boulevard. He is the owner and operator of the store, renamed the Routh Music Center.

A formal opening is scheduled for mid-August, Routh said. The store change was made last Wednesday.

BILLBOARD, June 27, 1964

AN IMPRESSIVE WINDOW DISPLAY, utilizing some 35 Mercury albums with several of the firm's new LP "firms," was set up in Chicago last week by Lowe's Discount Records. Miss Lee Lewin, Lowe manager, said the store received "excellent reaction" to the display.

IFPI Hits Pirate Stations

LONDON—The International Federation of Phonographic Industries condemned the pirate radio stations springing up around Britain at its triannual meeting here earlier this month.

Delegates agreed that British and other governments should be asked to shut such stations.

"The trouble as far as we are concerned is that such stations don't pay anybody any money. Licenses and royalties just don't mean a thing to them," said one delegate.

But the Federation decided it would not give the stations a license to broadcast manufacturers' products anyway. "We have refused them a contract and we shall go on doing so," was the decision.

The Federation decided to press the government to introduce legislation against the ships and to adopt the decision made

by the Council of Europe last month. The bill requested that governments should make it an offense for anyone to buy advertising time with, or supply such ships.

RIC Expands Distrib Set-Up

NEW YORK—RIC Records is beginning to spread into foreign territories. The label, formed several months ago via a \$1,000,000 stock issue, has set international deals, with distribution pacts covering Canada, the Scandinavian countries and Benelux (Belgium, Luxembourg and The Netherlands).

RIC will be handled in Canada by Quality Records, Ltd., in Scandinavia by Sonet Gramofon, and in Benelux by Show Records. Each foreign agreement is a three-year pact guaranteeing a minimum release of 12 RIC singles and three LP's per year, and specifying the release of all RIC disks that hit the top 50 best selling record charts in U. S. trade papers. RIC also obtained exchange rights to release product by the three foreign firms in this country.

RIC will retain its own label identification in all countries.

However, in some cases, initial RIC releases will be issued on foreign labels for the present.

The foreign deals were negotiated by RIC President Joe Csida and chief New York counsel Frank Barone. Quality was represented by George Keane, Sonet by Gunnar Bergstrom and Show by Jules Nijp.

COUNTRY DJ OF THE WEEK



Station WSM's "Mister D.J. U.S.A." June 26 will be Jim Kendrick of KWTQ, Springfield, Mo., who at the age of 9 started picking' and singin' country music on WJAD, Quincy, Ill. At the age of 19 he became an announcer on WJAD, later moving to KMA, Shenandoah, Iowa. In 1951, the late Lou Black signed Kendrick to the staff of KWTQ, where today he is heard Monday through Friday, 11-11:55 a.m. on "Town and Country Time," rated the top country music show in the Ozarks area. He also conducts "Hillbilly Hit Parade" on KWTQ in the same time period on Saturdays.

NEW YORK—Chet Wood, sales manager of Joy Records, has bolstered the distribution setup for their Joy and Select labels with the following appointments: Musical Sales in Baltimore, Dale Enterprises in Boston, Allied Record Distributing in East Hartford, A&L Record Distributors in Philadelphia, and Melody Sales in San Francisco.

Vee Jay Inks Jones, Axton

HOLLYWOOD—Vee Jay has pacted Mango Jones, Jamaican orchestra leader, as its entry in the Ska trend and entered the folk field with Hoyt Axton. Jones' first LP, "Best of the Ska," will be released within two weeks. A single, "Coffee Street Ska," will be culled from the package. Axton debuts on the Vee Jay label with the single "L.A. Town."

The label will also release "Best of Wynton Kelly," an LP comprised of tracks taken from the pianist's four previous Vee Jay albums. Kelly now records for Verve. Filling the pianist void is the recently signed Victor Feldman, who is also proficient on vibes. His first LP will be released in September.



DUE TO THE interest in French popular music in Latin America, Jacques Kerner, export manager of Compagnie Phonographique Francaise-Barclay, spent some days in Montevideo to increase distribution of Dalida, Eddie Mitchell, Rachel and especially Charles Aznavour recordings. In the picture, Jacques Kerner is with Leon Jurburg, executive of Clave IEMPSA (Uruguay), during their visit to Albert Morav's radio show "Discometra Mundial."



MOTOROLA MODEL 5T82A, stereo high fidelity phone with FM/AM and FM stereo radio, adds a smart touch of styling to wall or shelf. With cabinet of walnut veneers and select hardwood panels, suggested list price is \$229.95.

Pourcel Records 'Umbrella' Music

PARIS—Franck Pourcel has recorded Michel Legrand's music from the motion picture "The Umbrella of Cherbouge." The film received a Gold Palm award at the Cannes Film Festival. Both the original soundtrack album and Pourcel's album are enjoying good sales here.

Capitol will release the Pourcel album in the U. S. and will probably time its release with the showing of the film in the States, set for September.

when answering ads . . .

SA Y O U S A W I T I N B I L L B O A R D

EXPLOSIVE

NEW SINGLES FROM SCEPTER

The Shirelles

SCEPTER 1278

The Kingsmen

WAND 157

Maxine Brown

WAND 158

ALREADY MAKING BIG NOISE

THE OTHER SIDE OF "WALK ON BY" IS HAPPENING!

ANY OLD TIME OF DAY

Diome Warwick

SCEPTER 1274

BEG ME

Chuck Jackson

WAND 154

WORRIED ABOUT YOU

Jonnie Mae Mathews

SPOKANE 4008

G new

However, Grenier said that a dispensing wheel to handle a gum-charm may be developed. The units have been field-tested for two months.

(Continued on page 66)

THE OAK TREE—6



**Just Take An Size
Aquam Mower**

No Need To Disassemble
Using One of Many New
Service Buttons Mower
Stand Only Up Only
1½ Starts For
Your Care

Cast Iron Base Height
30 Pounds

Best Mowers
13½ inches
Overhead Height of Stand
Including Mower in
50 inches

Wheels Mounted on
Rear of Base for
Easy Manoeuvring

Stand Can Be Assembled
and Ready for Use
Within 5 Minutes

Assembly Instructions
Packed in Each Carton

Shipping Weight



KG KRAZY TROLLS

HOTTEST 10c CAPSULE
ITEM EVER!!

This is the Original!
This Is the Best!

Packed 250 to a bag with
FREE DISPLAY

\$38.00 PER THOUSAND

AT YOUR NEAREST WHOLESALE
OR DIRECT FROM . . .

KARL GUGGENHEIM

Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c
Combination

Weighs \$10.00 in
change \$30.00 in
weights. Springs
are precision call
branded. Heavy
metal base. Glass
enclosed dial pro-
jects pointer when
in use.

\$72.00

Complete With Sturdy
Carrying Case
ORDER TODAY

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Authorized Dealer of All the Best Vending
Machines, Merchandise, Parts, Glass
Displays, Coin Weighing Scales, and
Gandy Machines. Specializing in
Vending Machines, Everything You
Need for Your Business.

715 Lincoln Plaza, BROOKLYN 16, N.Y.
Phone 3-2900

Vending Headquarters for VICTOR The Most Complete and Finest Line of Bulk Vendors NEW SELECTORAMA®

BEAUTIFUL STORE WINDOW DISPLAY

Available in 1c, 5c, 10c, 25c or 50c coin mechanisms.
Unit can vend 100 count gum, V-1 and V-2 capsules.
A single unit or can be mounted on multiple stands.
New, attractive and durable space-saver stand available for
eight units.
Double or triple your sales with this great vendor. Write
for further details, color circular and prices.
Large Stock of Vending Parts and Merchandise
Wade for Prices

PARKWAY MACHINE CO.

715 Essex St.

Baltimore 2, Md.

the Newest and Best in ROCKET CHARMS

WITH FREE DISPLAY FRONTS

Five big assortments . . . all items specially
designed, plus rings with inserts, for 5c
Rocket Vending.

Free illustrated
brochure on all
Feature Charms,
Rings and Rocket
Charms.

The
PENNY KING
Company

10c
ATLAS MASTER
Capsule Vendor

2534 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

Carolina Operators Hold Confab

MYRTLE BEACH, S. C.—Some 40 operators from North Carolina and South Carolina met at the Ocean Forest Hotel here Saturday and Sunday (13 and 14) for the quarterly meeting of the Carolina Vendors Association, an affiliate of the National Vendors Association. Rolf Lobell, Leaf Brands, Chicago, told the operators that the current restrictive legislation and tax structure enacted in Buffalo may be adopted by other New York State communities and in other States as well. Lobell traced the growth of the National Vendors Association and of the bulk vending industry.

Mrs. Margaret Kelly, Penny King, Pittsburgh, stressed the importance of local associations and their contribution to NVA. Carmen DiAngelo, Cramer Gum Company, Boston, appraised the importance of the bulk vending industry to the economy.

Herb Goldstein, Oak Manufacturing Company, Los Angeles, told the operators to emphasize product and service rather than commissions.

Bob Guggenheim, Karl Guggenheim & Company, New York, discussed tax problems.

Leo Leary, chairman of the NVA membership committee, presented a plaque to Lee Smith, Smith-Regal Vending Company, Charlotte, N. C. for winning the NVA membership drive for the third straight year.

Leary also explained the proposed congressional bill which deals with the mingling of charms and confections.

Discussed at the business session was the new health code problem in Tennessee and the importance of improved sanitation.

Bob Guggenheim warned of the coin shortage and of the possibility that supermarkets would issue scrip.



CAROLINA BULK VENDING OPERATORS attend the Carolina Vendors Association meeting in Myrtle Beach, S. C. Seated at the table in the top photo are Leo Leary, Leaf Brands; Herb Goldstein, Oak Manufacturing; Carmen DiAngelo, Cramer Gum; Mrs. Margaret Kelly, Penny King, and Rolf Lobell, Leaf Brands. The speaker is Lee Smith, Charlotte, N. C.

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NVA Seeks Exemption From Jewelry Taxes

CHICAGO—Don Mitchell, National Vendor Association counsel, said that NVA is trying to get a ruling which will exempt trinkets and charms in capsules from the 10 per cent federal jewelry tax.

The matter came to a head when the U. S. Internal Revenue Service ruled that toy jewelry sets were liable for the tax.

The IRS has been advised that the IRS would attempt to enforce the tax on capsule items. He said that NVA now seeks a meeting with Bernard Fischgrun, excise bureau tax chief, for a clarification.

NVA maintains that capsule items are not jewelry but toys.

He noted the ruling on binoculars which holds that toy binoculars which may be identical to the actual product are exempt from the tax, while regulars are not.

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Guggenheim Has Greasy Kid Stuff

NEW YORK—The ubiquitous TV commercial phrase, "greasy kid stuff," is the basis for the latest charm from Karl Guggenheim, Inc., Jamaica, N. Y., manufacturer. The item is an orange-colored plastic bottle with a label clearly identifying it as greasy kid stuff brand. Multi-colored labels for globes come free with orders.

Eppy Debuts 5 New Troll Capsules

NEW YORK—Eppy Charms, Inc., this week introduced five new Trolls for capsule vending. They are the Ballerina, Cotton Top, Mr. Troll, Hair Fringe and Pom-Pom.

Ballerinas are costumed and dressed in ballet skirt and hat in 10 assorted colors.

Pom-Poms come in two or three-color combinations, while Hair Fringe Trolls have raven hair and come in eight colors.

Mr. Troll feature colored hats and Cotton Tops are white and can be twisted into different hair combinations.

All told, 50 color combinations are available.

Eppy also released three new 1-cent charms—Yogi Trick Top two-color yo-yo's, an upported metal adjustable ring mix, and Gold Strike Mix, an assortment of 175 gold charms.

New filled 5-cent capsules include the Hidden Ball Trick, 42 Ring Mix and Super Import Rings.

New 10-cent filled capsules include Bouncing Putty, Smashed Fingers, Metal Tools and Soft Loveable-Pet Animals.



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COLUMBIAnews



MOA REPRESENTATIVES held a lunch meeting recently at the Sherman House, Chicago, heard a report on plans for the October convention and inspected the exhibit area at the Sherman. Left to right: Fred Granger, MOA managing director; Lou Casola, MOA president; J. Harry Snodgrass, MOA director; Albuquerque, N. M.; Nick Bira and Ed Barnes, Billboard; Bob Slifer, National Coin Machine Distributors Association; Lee Brooks, Cash Box; and Clint Pierce, MOA director, Bradhead, Wis. The empty chair was later filled by Jack G. Boss, MOA director, Richmond, Va.

New Contract Forms Protect N. Y. Ops

NEW YORK—Some 75 operators from the metropolitan area met at the Holiday Inn Hotel here Tuesday night (16) at a special meeting of the Music Operators of New York (see separate story).

Ted Blatt, MOA counsel, told the operators that new contract forms are available and that these forms protect the operator against live music and cinema-type juke boxes.

He explained that one opera-

tor had been hit by a location owner for money to make alterations. The "alterations" turned out to be a bandstand for live music weekends and a partition which left no room for the game.

With the advent of coin-operated cinema juke boxes, Blatt said that locations under contract to juke box operators could install a motion picture machine in competition to the music machine. The new contract form, he explained, gives the operator exclusive right to all machines which play music in any form.

Ben Chicofsky, MOA business manager, told the operators to make sure that all their machines carry proper identification, including name, address and phone number.

Also discussed was the possibility of solving the mechanic shortage by working with the New York State Office of Manpower Development in setting up a mechanic's school. The course would consist of an unspecified number of 30-hour weeks.

MOA members discussed enrolling location owners as associate members so that the rolls

(Continued on page 66)

Casola Asks Support in Fight to Stop Celler Bill

CHICAGO — Lou Casola, president of MOA, will write an open letter to music operators for publication in trade journals. It will stress the urgency of the copyright legislation situation.

Casola feels that many operators may not realize that this is the first time in the 14-year history of attempts to pass legislation affecting the coin-operated industry that a bill has been reported out of a committee in the House of Representatives.

Since the bill could cost operators an estimated \$25,000,000 per year, Casola argues that MOA dues of from 14 to 28 cents per day amount to an inexpensive insurance policy. Casola expects to time his letter with the July billing for MOA dues, which will account for about 50 per cent of the association's dues collection for the year. The letter will include a plea for additional membership and will urge operators to write their congressmen and protest legislation.

Columbia Move Major Step In Solving Stereo Dilemma

• Continued from page 1

In addition to the six little LPs, two singles have been taken from each album and six 33 stereo singles are being released simultaneously.

None of the singles, however, duplicate any of the material contained in the little LPs. Gene Weiss, Columbia executive in charge of the program, said he feels album exposure on juke boxes should do much to stimulate the sales of 12-inch LPs over the counter.

"I consider juke boxes second only to disk jockeys as an exposure medium," he said.

Sell by Eye
Weiss also pointed out that the display of four-color reproductions of the albums on juke boxes will enable the label "to sell by eye as well as by ear" on juke boxes.

The special Columbia packaging of the stereo singles and little LPs—which is available to other labels—is geared for the juke box operator's needs.

Both the stereo singles and little LPs come in a double-faced merchandise folder which features a full-color, seven-inch-square album reproduction on one side.

The reverse side contains three 1½-inch-square full-color album reproductions and 10 title strips.

Each component on the folder is perforated so that it may be removed and placed on the machine.

Easy for Operator
Thus, the juke box operator is able to get his display panels and title strips merely by tearing them off the jacket. The folders are packaged in transparent polyethylene bags.

According to Weiss, the one-stop is the key to the success of the program. He emphasized that none of the Columbia releases will be available in either 45-r.p.m. or in monaural versions.

When the one-stop has an option, he added, he will stock

SEEBURG NAMES LONDON, W.S. WMS. OUTLETS

CHICAGO — The Seeburg Corporation has named its New England and Florida distributors as outlets for the firm's newly acquired game line. The S. London Company, with offices in Jacksonville, Miami and San Juan, P. R., will cover Florida and Puerto Rico. The W. S. Distributing Company, with headquarters in Boston, will cover all New England except Connecticut. Previous distributors were Bush International in Florida and Trimount Automatic Sales in Boston. Most of the Williams Distributors at the time of the Seeburg purchase were not Seeburg distributors. No announcement with regard to the other distributors has been made.

the monaural in preference to the stereo releases.

Weiss feels that the one-stop will set up adult stereo departments with displays and floor browser units.

As the operator builds up his adult programming library, Weiss said, he will be able to feature c&w, folk, r&b and various other types of specialized packs for individual locations.

Victor Reaction
Ray Clark at RCA Victor said that while his label has been producing custom little LPs and stereo singles for Seeburg and the MOSS program, it has also made the product available for the label's distributors.

Clark said that some of the custom material had wound up in one-stops through the distributors, but the great bulk of the product was sold through juke box distributors.

He added that RCA regards the juke box manufacturers the same as national distributors when they order records. Clark indicated that Victor is giving serious consideration to releasing adult stereo material aimed primarily at its own distributors.

Mercury Will Study
Irwin Steinberg, Mercury executive vice-president, said his label will continue with its custom deal with Seeburg and "will study carefully" the Columbia development.

ABC-Paramount's Larry Newton said, "We'll watch this move with interest—and if the market develops, we'll jump in."

Columbia plans to follow up its initial release with others.

but no definite release schedule has as yet been set.

If the practice of releasing special juke box operator stereo material through record distributors develops, it will give the juke box distributors off the hook.

Distributor Attitude
While juke box distributors currently sell adult stereo records, they don't care much for the idea. They do so because it helps sell phonographs and because the factory encourages them. If the same product were available in adequate supply and variety from one-stop, they'd be a lot happier.

Record manufacturers have been loath to produce stereo singles without firm orders. But the demand on the part of juke box operators has now reached the point where the production of adult stereo singles seems a good gamble.

Also, the album reproductions will list the 12 bands on the 12-inch album, even though the little LP contains only six bands. This is calculated to spur the sale of the 12-inch album at the retail level.

The Columbia program is geared for the juke box operator exclusively. It features custom LPs nor the stereo singles will be available to the consumer.

The basic problem, of course, is not the seed or the sterility, although the latter is important. It is adult music. Refined to the simplest terms, most juke box locations are bars which serve adults. And it simply doesn't make any sense to have teenage music predominating in the majority of these spots.

Vote Switch May Doom Juke Box Royalty Bill

• Continued from page 1

Earlier this week, Mrs. St. George made the following statement:

"My Committee on Rules met today (June 10) to consider H. R. 7194, commonly known as the Juke Box Bill, which would permit assessment of coin-operated machines for copyright purposes. As her statement accompanied a request for a vote on the effect that this bill has presented has never been the subject of hearings by Congressman Celler's committee, which reported it out.

"Alas in opposition to the bill are those who are restricted to TV viewing through coin-operated machines, as there appears to be no protection even for those limited to this type of TV reception in private homes.

"While my opponents of this bill who wish to testify on this proposal were not heard today because of time limitations, further consideration of the bill was postponed to a later, indefinite date. "In today's Rules Committee session I presented these very legitimate criticisms of the bill. As a result, of course, do in subsequent hearings we hold on the subject."

Mrs. St. George's references to TV deal with pay-TV units, both public and private. She feels they would be covered by the measure. Her statement accompanied a request for a vote on the effect that this bill has presented has never been the subject of hearings by Congressman Celler's committee, which reported it out.

Gaid said that New York operators will continue their campaign to dissuade their local congressmen from voting for the measure.

Denver said that if the Celler Bill passes, ASCAP would probably intend at least \$25 per machine per year and would seek the same terms. SESAC, he added, would also collect performance royalties.

Denver charged that ASCAP fees are always increased from year to year and that the entire fee would be large enough to wipe out all but the prime locations.

Local Artists Rake In Coin for Local Talent as Juke Box Operators

Stories in the current issue tell of efforts local operators are making in promoting local recording artists. As a rule it works out both ways—for the artist and for the operator.

One veteran coinman, John Bilotta, Newark, N. Y., for years has been a Western New York evangelist of this practice. Bilotta knows most of the local favorites in the Syracuse-Rochester area, and whenever one of them releases a record, he attempts to get local operators to schedule it.

There is a lot more to juke box programming than watching the charts, listening to location requests and taking advice from one-stop operators.

These measures all contribute to successful programming, but often they are not enough.

Programming is a highly personal matter. While not everybody likes the same music, certain sections of the country lean toward one type of programming, and individual locations may be strong toward certain categories.

The job of the music machine operator is to reconcile national, local and individual location preferences and come up with a musical menu that will bring in the top dollar.

One way of achieving this goal is to cater to purely local tastes. The Four Flashes may not be an act to conjure with nationally, but if the group is big in Pocatello and if the group makes a record, then the Pocatello juke boxes should have the record.

Most areas of the country have local artists who've never made it nationally, but who draw good followings in their communities.

The intelligent programmer will take full advantage of these local artists and uses their records whenever he has the opportunity.

Local Artists Register With Calif. Operators

By SAM ABBOTT

LOS ANGELES—Lyn Dahl, who handles promotion and programming for Associated Coin Amusement Company, Inc., Oakland, has found that it pays to rush local artists.

As ACA operates extensively in an area of approximately 50 miles around Oakland and has more than 400 music machines, Miss Dahl has ample opportunity to exploit local talent.

Currently, Bobby Freeman on

Autumn Records is going well

with his "Come On and Swim."

This is a repeat for Freeman for about two years ago he hit with "Need Your Love" and "Shimmy Shimmy."

Jim Burgett on the Oro label is well known in the Modesto, Calif., and Lake Tahoe areas.

She programs his tunes in these areas to appeal first to his many friends and then the general market.

Guraldi Popular

Vince Guraldi on Fantasy, a San Francisco label, has scored with "Cast Your Fate to the Wind." Bola Seia, another Fantasy recording artist, has grooved with his jazz guitarist renditions. He often records with Guraldi, giving the record a double chance to be played.

Miss Dahl scored with "I Believe," recorded by Dick Stewart, a television personality, on Gold Span records.

Also well known in the area is Rusty Draper, who now lives in Carmel on the Pacific Coast. He makes club appearances in the area and his records are sure shots for plays.

Miss Dahl follows the local artists and programs them as follows:

(Continued on page 66)

By ELTON WHISENHUNT

MEMPHIS—Four local record operators are assured of a big local sale and coverage on practically every juke box in the area when they come out with a single even if the tune doesn't hit the national hit charts.

They are:

Willie Mitchell, 34, under contract to Hi Records, an arranger and composer. He and his combo, the Four Kings, play nightly at the local Manhattan Club.

Charlie Rich, 32, who records for Groove, also a musician, singer and composer.

Bobby Wood, 23, under contract to Hi Records, who has had three singles out in the past year or so and has had tremendous play locally on all.

Gene Simmons, 26, a singer whose recent first single for Hi Records was the biggest hit locally around here in years. It was "Haunted House" and local juke boxes are still getting good play on it.

There have already had a single to creep up about the 100 mark on the national charts, but never one to set the industry afire with what can be called a genuine hit.

"Sunrise Serenade" Willie Mitchell did it a year or so ago with "Sunrise Serenade," a unique arrangement which had a double beat from the rhythm section backing a piano melody. The disk brought good sales throughout the country as well as locally, said Hi Records President Joe Coughlin.

Rich plays piano and sings. He writes most of the tunes he records. His records always got big play locally and in this area.

Mitchell has also had big local play on "The Crawfish," "Percolatin'" and his current "20-75." Mitchell plays piano and trumpet.

Charlie Rich had a whole flock of local hits while recording for Sam Phillips' Phillips International Records Company, a subsidiary of Sun Record Company.

Some of them were "Caught in the Middle," "Everything I Do Is Wrong," "Will the Next One Be?" "Sittin' and Thinkin'" and "Lonely Week Before Christmas."

Rich plays piano and sings. He writes most of the tunes he records. His records always got big play locally and in this area.

Local Groups Offer Milwaukee Potential

By BENN OLLMAN

MILWAUKEE—Local rock 'n' roll band talent offers much potential to operators if disk jockeys and distributors would give the sides enough backing, according to one industry source. Several popular groups in the area have appeared with numbers that could easily have racked up more coins had they continued to receive air play or stronger promotion.

There has never been a Milwaukee-based disk to hit strong nationally. Past sides by the

Legends and the Royal Lancers failed to break across the country although they scored heavily in the area.

Current Milwaukee best sellers like Paul Steffen's "Cry Angel," Cry on Cite and "What to Do," with Sam McCue on Flight, and various recent singles by the Citations on Sara, the Paraphons on Cuda, the Vanets on Cite, and the Mojo Men on Tide offer many chances to really break across a new market, and at the same time to improve local sales and juke box play.

When his contract with Phillips expired a little more than a year ago, he signed with RCA Victor, who began recording him on their Groove label. One of his first for them, "Big Boss Man," edged up above the 100 mark for the national charts, but he hasn't hit anything real big yet.

Bobby Wood has had three tunes in the past year or so, and all have been a top disk locally. They were "I Still Hurt Just the Same," "Do Darlin'" and "If I'm Loyal for Loving You."

Current single which is bubbling

(Continued on page 66)

Iowans Strong on Local Talent

By JEAN HOLMSTRAND

DES MOINES—One stops here, Iowa operators are picking up local talent disks with enthusiasm. One of the groups getting action from juke box operators is the Leo Greco band of Cedar Rapids, a Western dance band that records old standards on the Lode Star label. Hits on the Greco ledger include "Hot Lips," "Sugar Blues" and "South."

Jimmy McHugh and his combo, who entertain Iowans nightly at the Des Moines supper club, entertain juke box listeners with McHugh's composition, "I Don't Want Anything," on the Success label.

The Escorts, Ely, Ia., have operators going for their "The Wobble Drum" and "On Top of Old Smokey" on the Fredello label. "The Wobble Drum" is a rock 'n' roll novelty take-off of Rolf Harris' Australian wobble board. The Escorts play the wobble board with drumsticks.

Granger to Visit W. Coast Labels

CHICAGO—Fred Granger, MOA managing director, will visit Hollywood next week to solicit West Coast record manufacturers participation in the October MOA convention here. Granger recently made a similar trip to New York.

A survey, still incomplete, shows that sentiment among operators is running two to one against holding the 1965 convention elsewhere than Chicago, Granger says. The idea of moving the show originated because of NAMA's intention of holding its 1965 conclave in Miami.

Jerry Byers, a country and western singer from Oskaloosa, made a big mark in the juke box field here before his death last year. His records are still going strong, with his "Red, White and Blue" and "Love's Be Good to Me" on the Golden Yule label pulling especially well.

Smoke Smith, a radio personality on Des Moines' cdbw Station KWKY, has a juke box hit on the Cardinal label, "Bay

ou Boogie." This recording was made a number of years ago and just recently released, but it's taking off with Iowa operators. One of Des Moines' cdbw recording artists is Don Buck, who, as Don Buck, had a national hit with "Cheyenne" on the Top Kicks label and is now cutting for the Cardinal label. Buck has just released "Forty-Hour Week," which local operators think will get its fair share of juke box play.

Recent

STEREO RELEASES

for Music Operators

SEEBURG LITTLE LP's

Pop Vocal	THE MILLS BROTHERS—Gems	Dot
Pop Instrumental	FLOYD CRAMER—Country Pioneers	RCA Victor
Jazz/Rhythm & Blues	WES MONTGOMERY—Full House	Riverside
Folk Music	CLANCY BROS. AND T. MAKEM—The First Hurrah!	Columbia

SEEBURG ARTIST OF THE WEEK

NAT KING COLE—Let's Face the Music

Capitol (Pop Vocal)

All titles listed are custom 33 1/3 stereo singles packaged for the juke box operator. One check-off on record company or record company will send full price of record plus return to Juke Box Reviews, Billboard, 165 W. 40th Street, New York, N. Y. 10018.

New England Operators View New Seeburg Line

BOSTON—More than 125 New England operators attended the showing of the new Seeburg phonograph line at the Distributing Company, Lincoln Street, Allston. A newly decorated show room was ready as host Bill Swartz greeted the guests. Hosting for the company were Len Sneller and John Colgan of the sales force, as well as 35 staff members.

Representing Seeburg were Marc A. Lefebvre, newly appointed vice-president in charge of field operations, Frank Flanagan, regional vice-president John Ford, special representative for the Eastern area, Henry Jones, field engineer, and Myer Parkoff, Atlantic Distributing Company, New York.

Regional showings are planned

within the next two weeks in Providence, R. I., Burlington, Vt., and Augusta, Me.

Among operators attending were John Doherty, Hymna, Mackey, Karl Music, Milton David J. and Sam Baker, Israel Specter and Al Robbins, Med-Tone Music Company, Soanerville, Al and Mike Coulter, Worcester Music Company, Alan Levine, Advance Coin, Boston, Rudy LaForte, Woonsocket, R. I., Leo Glosband, Lynn, John Aloisio, Providence, R. I., Tom Libbey, Haverhill, Jack Rubens, Joy Intertone, Boston; Arthur Strahan, Mohawk Music Company, Greenfield, Peter Pompey, Milton, Anthony Joseph, Providence, R. I., Donald Foe, Hanover, and Al Yorkvickus, Ambrose & York, Randolph.

Local Talent Gets Mixed Results in Kansas Town

HUTCHINSON, Kan.—An average of four local artists a year are programmed by Hutchinson Vending Company, with mixed results. Nevertheless, the firm's general policy is to continue further programming of local talent, reported Alfred Bishop, route collector and program director.

"You never know when a new performer will come out, and we like to give them a lift if we can," said Bishop.

"We try local talent if the artists furnish their own recordings. It's no expense to us. It's no burden, either."

Some outstanding exceptions have made up for some past poor showings, Bishop said.

When Patti Page's first recording came out (Mercury label) the performer's sister was living in Hutchinson.

"When we found out her sister was here we used up almost all Miss Page's recordings after that," Bishop said. "Miss Page

went over with a hang after she made three or four more records. We bought those first recordings—about 1945—though that policy now is not to buy local talent disks."

Dick Stout, Partridge, Kan., showed generally fair results with the "Heartbeats" Avenue on the Fable label. Bishop programmed it a month ago. "Some places played fairly good, some places didn't," Bishop said. "There's no way of knowing what a local record will do. By and large, local artists haven't been profitable for us. If local artists bring their records in, we put them on more or less as a favor to them. But when I said, you never know when one will really take off."

A couple of years ago Bishop bought some Norman Lee records. Results were "very good." Lee is a Wichita, Kan., resident. Bishop used Lee's "Slippin' Chicks" which was backed on Mercury and "Leeta Hum-bum" on Marion.

sales manager of the phonograph division, came from Chicago for the Memphis showing, along with John Nevell, of Seeburg's sales division.

Ronald Thomas, manager of Sammons-Pennington Company branch operation at Nashville, also attended with Seeburg.

Operators who attended were: From Mississippi: M. B. Rowan, Rowan Amusement Co.; J. P. Seale, Holmes Music Co.; Vernon Vandervander, Red's Music Co.; John Haley, John Haley Music Co.; J. W. Butler, Clarkdale Music Co.; Charles Lavene, Lavene Music Co.; Mr. and Mrs. Hardy Creekmore, Cleveland Music Co.

D. C. Johnson, Johnson Music Co.; Thomas Lester, Lester Music Co.; Chester Richardson, Chester's Music Co.; Dominic Fratesi, Dixie Amusement Co.; Cliff Collins, Crystal Amusement Co.; James L. Kyle, Kyle Music Co.

Cy Puckett, Puckett Music Co.; Lynn Kerr, Delta Music Co.; Eugene Bullard, Bullard Music Co.; Dave Braschi, Yazoo Novelty Co.; Charles Shive, Yazoo Novelty Co.; Earl Holtzlander, Holtzlander Co.

From Arkansas: Mr. and Mrs. Robert Kirpel, Kirpel Music Co.; Mr. and Mrs. A. Cassinelli and sons Bobby and Drew, Little Rock Amusement Co.; Mr. and Mrs. Charles Wilcox and Mr. and Mrs. Tim Massinelli, Wilcox Amusement Co.

Nathan Wheelless, Service Music Co.; Lloyd Barber, B & C Music Co.; C. E. (Turffy) Tolliver, Tolliver Music Co.; James A. (Hendrix) Hendrix, Joe McKie, Gay Music Co.; Elmer Womack, Womack Music Co.; Pete Gurley and Jimmy Womack, Gurley Music Co.

Charles Cole, Melody Music Co.; Billy Simpson, ABS Music Co.; Don Mahloff, Union City Music Co.; Thomas Sinclair, Crown Music Co.; M. L. Armstrong and John Gilbert, Armstrong Amusement Co.

R. L. Snosow, Snosow Music Co.; Albert Utz, Forsyth Music Co.; Neal Conner, Lexington Music Co.; Mr. and Mrs. C. E.

(Continued on page 66)

Federal Court Takes Over on Moore Action

NEW YORK—A story in the June 13 issue of Billboard, which said that a suit filed by the Sandy Moore Manhattan Corporation against the Wuritzer Company had been vacated in New York State Supreme Court, is incorrect, according to Attorney Frances Meehta.

Miss Meehta, counsel for Moore, said the suit had been transferred to the U. S. District Court, Southern District of New York, and that it is still active. She added that the New York State action is "quiescent."

Moore, a former Wuritzer distributor, is suing Wuritzer for \$1,879,990, claiming the manufacturer had agreed to assume his credit losses in 1958 and 1959.

Wuritzer, in turn, has been attempting to recover money allegedly owed it by Moore.

United Bows New Bowler



THUNDER—Thunder, a new bowling alley by United Manufacturing Company, featuring a new look achieved with color and re-designed back glass and indicator glass, was unveiled here last week.

The game, resembling United's Tornado model, has flash bonus, dual flash, flash and indicators scoring. The four-roll score includes the regulation three-roll.

The game, resembling United's Tornado model, has flash bonus, dual flash, flash and indicators scoring. The four-roll score includes the regulation three-roll.

Detroit Operators Cash In On Local Record Artists

By HAL REVES

DETROIT—A significant number of local juke box operators are boosting their taxes by the judicious programming of artists who are obscuring nationally but who are building a fan following here. In many instances these artists have made some reputation in Motown.

Ronnie Rogers of the Angott Distributing's one-stop makes a point of stocking and presenting his operators with the disks of various local artists as each comes out. One result is a modest steady patronage—location customers who are sure to give each new number by the same artist a good tryout at the least.

Ethnic appeal is important, with prime appeals to Negro and Polish locations. This is a natural here in view of the leading racial components of the population. Individual operators have

Wild West Theme for Gottlieb Bonanza Pinball



feature relays the ball to the top of the playfield. Making top rollovers or midfield targets lights the center button, bottom rollovers and pop bumpers for high score.

A running light rollover feature scores up to 50 points. A center button scores 150 points and resets numbers one through four.

Other Gottlieb features on Bonanza include a match feature, stainless cabinet trim, three- or five-ball play, playboard auto-eject and the firm's "Hard-Core" playboard finish.

The cabinet is colorfully decorated in red, white and blue Twin chutes are standard.

Wash. Official Declines Opinion On Payout Policy

SEATTLE—State Attorney Gen. John J. O'Connell declined to give an opinion on the legality of Seattle's return to a tolerance policy on payout machines.

Under the laws of the state, matters of this kind are matters of local authority.

The attorney general has no law enforcement authority in the cities and counties of this State," he noted.

After a 1949 State Supreme Court ruling that pinball machines played by gambling devices prohibited by State law, the State Tax Commission ruled that pinball operators who converted their machines into purely amusement devices without a payoff would have taxes on the gross income from the machines reduced from 20 per cent to 05 per cent, the State business and occupation rate in effect at that time.

A spokesman for the tax commission said the rate against the pinball machines will be 20 per cent of gross, the rate applied against mechanical devices with an element of skill involved.

The State's revenue from pinball operations dropped from \$1,686,698 in 1962 to \$945,393 in 1963, largely as a result of Seattle and other cities clamping down on their operation, it was reported.

The peak came in 1949, prior to the high court decision, when the State collected \$6,252,000 from pinball operations.

CHICAGO—Bonanza, Gottlieb's new two-player pinball game, has a colorful backglass of cowboys and cowgirls setting its Wild West theme.

A play-maker "Center Bank" feature relays the ball to the top of the playfield. Making top rollovers or midfield targets lights the center button, bottom rollovers and pop bumpers for high score.

A running light rollover feature scores up to 50 points. A center button scores 150 points and resets numbers one through four.

Other Gottlieb features on Bonanza include a match feature, stainless cabinet trim, three- or five-ball play, playboard auto-eject and the firm's "Hard-Core" playboard finish. The cabinet is colorfully decorated in red, white and blue Twin chutes are standard.

Cinebox Bows In Hong Kong

HONG KONG—Cinebox, the Italian-made cinema juke box, was demonstrated to businessmen from Japan, the Philippines and Hong Kong, at the Hong Kong Hilton here recently by executives of Societa Italiana di Fonovisioni of Milan, producer of the machine.

A team of Cinebox representatives, headed by F. De Vito, arrived in Hong Kong from Australia and were later joined by George Combos, world president of the Junior Chamber of Commerce, who is also business adviser to Cinebox.

Also in town at the same time was David Landau, legal counsel for the organization.

Cinebox has been in production for three years and is now being used in 24 countries.

The Cinebox executives are seeking a distributor for Hong Kong and Macao.

Kia-South View New

MEMPHIS—Sammons-Pennington Company, Seeburg distributor, exhibited the new phonograph model to Tennessee and Kentucky operators at a showing at its Nashville branch Friday and Saturday (13-14).

The showing followed a two-day open house at the company's main offices in Memphis, at which Arkansas, Mississippi and other Tennessee operators viewed the new machine.

Edward Claffey, vice-president of the Seeburg Corporation and

N. Y. Operators Get Look at New Seeburg

NEW YORK—Local juke box operators got their first look at the new Seeburg line at Atlantic-New York's headquarters here Tuesday (16) and Wednesday (17) in the day at a special showing at the Holiday Inn Motel.

On hand from the factory were Frank Finerman, vice-president, and John Stuparitz, field service engineer. Greeting the operators were Meyer Parkoff, Atlantic-New York president; Oscar Parkoff, Atlantic-New York president; Murray Kaye, Atlantic-New York sales manager, and Steve Quinn and Gordon Howard, Atlantic-New York sales executives.

The Holiday Inn showing preceded the meeting of the Music Operators of New York that evening. Atlantic-New York had six new Seeburgs on the premises and played host at a cocktail hour.

Guests at the showing included Millie McCarthy, president of the New York State Juke Machine Association; Mike Mulqueen, president of the New York State Operators Guild; Carl Ravasi, president of the Westchester Operators Association; Al Denver, president of the Music Operators of New York; Louis Wilson, Newburgh, N. Y., and Lou Werner, co-owner of the NYSMA and NYSOG.

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EUROPEAN NEWS BRIEFS

Serenade Success

BINGEN, West Germany—N.S.M.'s Serenade juke box production has been boosted 50 per cent, but output still lags behind orders.

Loewen-Automaten, the N.S.M. sales organization, is using the success of the Serenade to build a strong position in the British market.

Shipments to England have become in heavy that Loewen has dispensed with individual orders and is consolidating shipments in live-ton Mercedes trucks which travel from the plant at Bingen direct to Britain under customs seal.

The trucks are loaded aboard the English Channel Ferry by crane and unloaded in Britain.

Low Gets Low

LONDON—Peter Law, former managing director of the bankrupt Reading Automatic Machines, Ltd., has been sentenced to six years' imprisonment by the Assizes Court at Berks. Law, 43, was found guilty of having defrauded finance companies of over \$200,000. Kenneth MacLennan, former sales manager of Reading Automatic Machines, was sentenced to five years' imprisonment on similar charges. Four other defendants were acquitted.

German State Tax

DUESSELDORF—The German Taxpayers Federation has appealed as an unconstitutional provision of coin machines in the operators' battle against a special state tax.

North Rhine-Westphalia, which includes the industrial Ruhr and is West Germany's biggest coin machine operating area, is abolishing the State amusement tax.

The Legislature, however, is toying with the idea of enacting a special amusement tax applicable only to phonographs and games, including payouts.

Most tax experts claim the proposed legislation is patently discriminatory and therefore in violation of the Constitution. The Taxpayers Federation opposes the coin machine tax on the grounds that the general amusement tax failed to curb the operation of payouts (which the Federation claims is desirable in the interest of youth), and a coin tax would be no more effective in this respect. The Federation has nothing against phonographs

and sees no reason to penalize them in relation to other forms of non-coin-operated amusement.

French System

NICE, France—Inflation is engulfing French operators simply because cafes and bistros are raising their aperitif prices.

Taxes are levied on coin machines in France by local areas, and most of these local areas have the tax on the size of the establishment where the equipment is placed and the price of its aperitif.

This makes the French operator the captive of the location in the literal sense. Rortava hoves have hiked aperitif prices three times within the last year—and taxes have escalated in step.

German Exports

WIESBADEN, West Germany—The Federal Statistical Office reports that West Germany exported in the fourth quarter of 1963 coin machines with total value of 10,090,000 Deutschmarks, including phonographs valued at 2,000,000 Deutschmarks, games and payouts valued at 4,000,000 marks, and vending machines worth 4,000,000 marks. Imports in the period totaled about 12,000,000 marks, including phonographs valued at 3,750,000 marks, games for 6,000,000 marks (60 per cent from the U. S.), and vending equipment for 2,180,000 marks. (A mark is worth 25 cents in U. S. currency.)

Belgian Coin Machine Tax Laws May Set Standard for Europe

By OMER ANDERSON

BRUSSELS—The Belgian government, pursuant to the coin machine tax law of December 24, 1963, has placed phonographs in the category E, the highest category provided in the tax measure.

This means that taxes on juke boxes are fixed at 3,000 francs for cities of 30,000 population and over; 2,000 francs for towns between 5,000 and 30,000 population; and 1,000 francs for areas with fewer than 5,000 population. (A franc is worth 2 cents in U. S. money.)

Sutherland Distrib Is Named by Seeburg Co.

CHICAGO—W. F. Adair, executive vice-president, sales and distribution of the Seeburg Corporation, has announced the appointment of Sutherland Distributing Company, San Antonio, as a franchised distributor in Southwest Texas.

David and Bill Sutherland, president and vice-president respectively of Sutherland Distributing, bought the assets of B. J. Nichol and Company, San Antonio, and have retained Buddy Nichol as general manager. Sutherland is the Seeburg distributor in Kansas City, Mo., and Oklahoma City, and thus expands its southwestern operations.

David Sutherland announced simultaneously that branch offices would open soon in Corpus Christi and El Paso to make service, parts and equipment inventories available in both areas. Branch manager in Corpus Christi will be coin machine veteran A. C. Schwartz, and appointment of the El Paso manager will be announced later.

Bill Sutherland said that Bill Carr will remain in charge of parts and service in San Antonio, while Phil Davis will move from Kansas City to San Antonio to assist in phonograph sales.

Operators Can Sell Coins for Premiums

CHICAGO—A national coin shortage, long apparent in the coin machine industry, is starting to be felt in all segments of commerce. J. Henry Snodgrass, board chairman of Music Operators of America, said that operators around the country are being turned by coin collectors and banks and being offered premium payments for nickels, dimes and quarters.

Snodgrass noted that in his home town of Albuquerque, N. M., his firm had been offered a \$2 premium for \$500

worth of dimes or \$500 worth of quarters, and a \$5 premium for \$500 worth of coins.

Snodgrass also cited a California operator who was turning his weekly collections over to a commercial coin collector for a fixed premium percentage. Snodgrass said he wasn't accepting the premium and was instead turning his coins over to a local bank. "It's good public relations," he noted.

He estimated, however, that operators could earn an extra few thousand dollars a year by selling to collectors.

Belgian Coin Machine Tax Laws May Set Standard for Europe

Phonographs are the first item of equipment to be assigned a category by the Ministry of Finance under the law. It is expected that the ministry will now proceed to assign at once categories to bingos and nearly all other types of games.

Belgium's tax legislation is regarded by the Continental trade as Europe's major coin machine legislation of 1963-1964. It is model legislation designed to encourage trade expansion and prosperity by providing a stable tax operating under other types of games.

Therefore, implementation of the legislation is being closely observed by operators generally as a pilot measure for possible adoption in other countries.

Pivot Country

Trade tax experts regard the Belgian measure as the most enlightened tax legislation ever promulgated for the coin machine trade. The fact that it was adopted in Belgium, pivot country in the European Common Market, has enhanced prospects for similar legislation governing the entire Common Market area and the six countries it embraces.

The measure, which is under close study for possible adoption in at least three other European countries, has these unique features:

- Coin machines are divided into categories.
- Operating areas are similarly placed in population categories.
- Tax legislation is applied on a natural basis.

Six categories of equipment are established: A, B, C, D, E and F. Equipment in the highest category (the equipment in this category still to be designated Category A in a community of

over 30,000—will be taxed 15,000 franc per machine per year, and equipment in the lowest class will be taxed a maximum of 5,000, 300 francs per machine per year.

Jointly Administered

Trade experts regard the Belgian law as technically the best law on the Continent. A notable feature of the measure is the fact that it is to be jointly administered by the finance ministry and the trade.

Equipment is classified by a mixed commission. This consists of three representatives of the Ministry of Finance and three representatives of coin machine trade organizations: Union Belge de l'Automatique (U.B.A.), cafes and traveling carnivals.

The mixed commission reflects the fact that the tax measure is the product of an unusual degree of co-operation between the Belgian government and the trade. The result was a compromise between the exaggerated estimate of tax authorities of the revenue-producing potentialities of coin-operated equipment, and the reluctance of operators to pay any but a token tax.

Sober Estimate

The U.B.A. has taken a forthright attitude toward the new measure. It doesn't claim the tax schedule is a basement bargain, but it defends the schedule as "realistic and something to live with." This sober estimate is shared by the European trade as a whole.

Trade sources here discount as "blue fantasy" suggestions from U. S. export-import trade circles that the Belgian tax schedule on certain items of equipment can be reduced sharply.

(Continued on page 68)

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